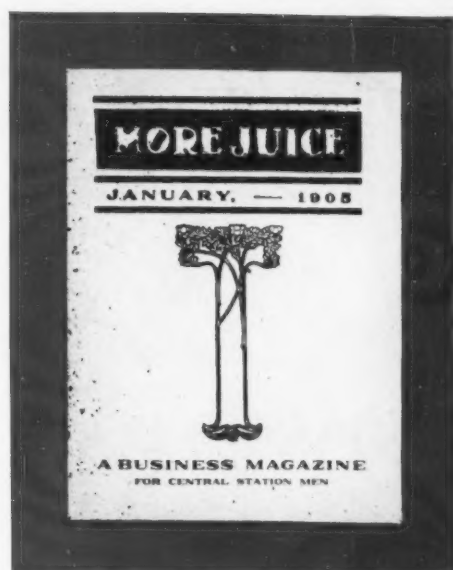
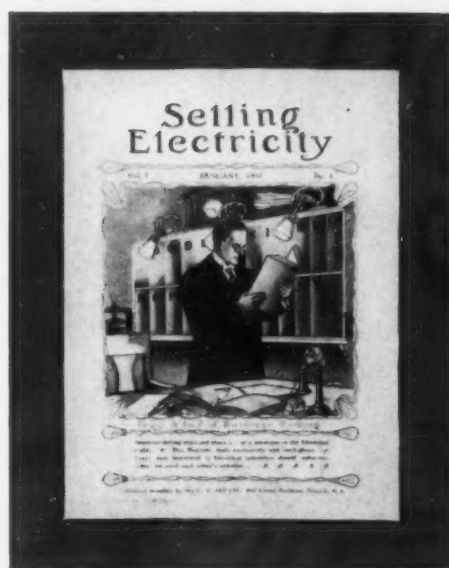


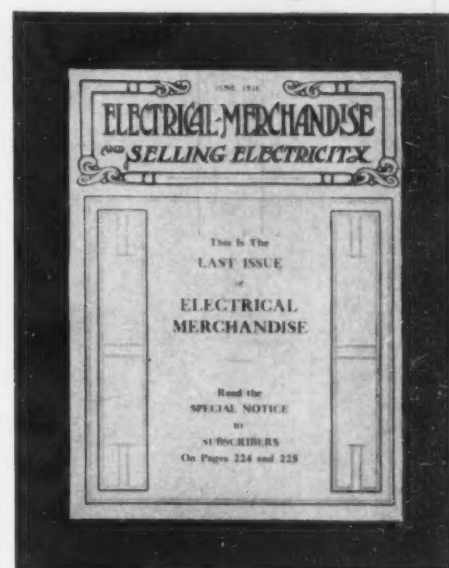
...over fifty years of change...



1905 Born as "More Juice", a business paper for electric utilities



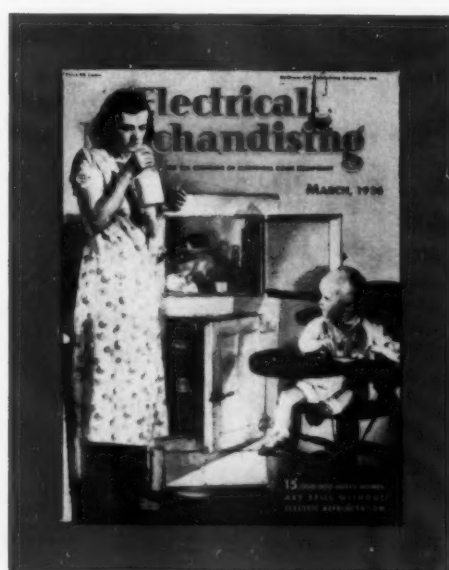
1907 New owner, new name, but still an electric utility magazine



1916 Publisher Frank Rae changed the name again in 1912, but—



1916 Rae sold it to the McGraw-Hill Publishing Co., where it became Electrical Merchandising



1936 Editorial covers and roto-gravure were used in the 1930's



1959 Electrical Merchandising today as an industry monthly

...and on November 23 watch
for the next and *biggest change* yet
in **Electrical**

Merchandising

NOVEMBER 1959 • A MCGRAW-HILL PUBLICATION • ONE DOLLAR

the **IF** and **DO** of your home laundry appliance department

IF you believe that the only way to make real money is to be able to get the full retail price...

IF you are tired of losing sales and cutting prices with "me-too" features...

IF you want more drive, confidence and enthusiasm on your sales floor...

IF you want your own advertising to pack more pulling power...

IF you would welcome a year 'round program of dynamic, factory-sponsored promotions...

IF you want product dependability in fact rather than fiction

... then, by all means, **DO SEE** a Speed Queen representative; have him show you a new 15-minute film entitled "More Money For You." Write, wire, or phone today.

Many
NEW
Washer
Features

the New
**SPEED
QUEEN**
*Royal Pair
for 1960*
featuring the
exclusive,
ever-popular
**STAINLESS STEEL
TUB and DRUM**



Many
NEW
Dryer
Features

McGRAW
EDISON

SPEED QUEEN a division of McGraw-Edison Company, Ripon, Wisconsin

SPEED QUEEN

the Quality-Profit Line

SPOTLITE...a quick look at what's going on

NOVEMBER 1, 1959

It's still too early to gauge the full impact of the steel strike on the appliance-radio-TV industry. We'll be able to tell you more in three weeks when the first issue of ELECTRICAL MERCHANDISING WEEK appears. It will probably take at least that much time to see whether inventories can be rebuilt on such short notice. In the meantime, however, it's obvious that the strike has been taking a toll. The regional reports by our field editors (starting on page 13) have one note in common this month: the strike is beginning to be felt.

There's no doubt but that the strike is taking a little of the lustre off of what has so far been a very attractive year. A good indication of just how good business has been so far this year can be found on page 22. Every one of the nine products listed in the How's Business chart has registered impressive gains, with refrigerators, dishwashers, freezers and electric ranges up 18 percent or better. Leading the field percentage-wise are dishwashers with a whopping 38 percent bulge for eight months (and a 51 percent gain for the month of August). Television registered a 12 percent increase in August, statistical proof of highly favorable sales reports from individual markets.

Last month's hi-fi show in New York produced more than its share of newsworthy developments---plus a controversy or two. Probably most basic of the controversies centered around the desirability of hi-fi shows as we have come to know them. You could locate plenty of support on both sides of this question at the New York show but watch for future developments which will emphasize a "new look" in shows to be staged next year.

In the meantime, recording engineers and electronic engineers tackled a fundamental problem of their own during the show. Their question: what is stereo? It arose as the result of confusion over what the industry is striving to achieve in stereo. It was typified by one engineer's demand for a "philosophy for stereo".

There were two other interesting develop-

ments in the field of hi-fi last month.

Still another firm joined the ranks of producers of high ticket hi-fi. The newcomer is Scope Electronics, a wholly-owned subsidiary of Symphonic. The firm is importing EMI components from England, will market a line starting at \$1000. Included will be an EMI-produced tape cartridge with a novel feature---the audiophile can buy small reels of tape like typewriter ribbons and thread his own cartridges.

Here's the second development: the construction of "showplaces" by electronic manufacturers in which to show their full line. In New York, RCA has its Exhibit Hall, of course. Zenith and Emerson both have glamorous locations on Fifth Ave, and Magnavox will move into a "national salon" at the corner of Madison and 48th soon.

New York had a second big trade show last month---the Hardware Show. As usual, power mowers were among the most newsworthy products on exhibit in the Coliseum. And as usual, the careful observer could spot some trends in this field. Most obvious was the almost universal attempt to solve the problem of grass clippings. Almost every manufacturer had some sort of grass catcher to offer. Some firms proposed a two-for-one package: they suggested retailers package a lawn sweeper with the mower. And, perhaps as a result of the clipping problem, reel-type mowers have begun to show impressive new signs of life.

But as October ended the industry was, for the moment at least, more worried about what was happening in steel than anything else. On the availability of merchandise rested the final outlook for the year. In a situation like this, authoritative, reliable and timely news was vital to every segment of the industry---and this demand for news was behind last month's decision by the McGraw-Hill Publishing Co. to convert this 52 year old monthly "how to" magazine into a fast-moving news weekly which will provide readers with news as well as feature material. For details, see the editorial page---and don't miss the first issue of EM WEEK on November 23.

“

Mrs. Bill Estes,
529 Deertrail, Chicago Heights, Ill.
“All my wash comes out cleaner than
I ever thought possible, since I switched
to my Laundromat.”

Mrs. Robert DeGray,
63 Bolt Lane, West Haven, Conn.
“I had a Laundromat and then I changed
to an agitator . . . but I found out from
my own experience that I should have
stayed with the Westinghouse.”

Mrs. Fred Laug,
2N 273 Pleasant Hill Road, Wheaton, Ill.
“My clothes are so much whiter, even
the colored clothes are brighter.”



BECAUSE THEY'VE BEEN SAYING,

“I SWITCHED” . . .

LAUNDROMAT[®] SALES ARE

AUTOMATIC WASHER

Mrs. David DeRisi,
321 Fairfax St., West Haven, Conn.

"A lot of my friends have bought them
and they've spoken so well about them
that I thought I would try one."

Mrs. John Costello,
30 Highwood Rd., West Hartford, Conn.

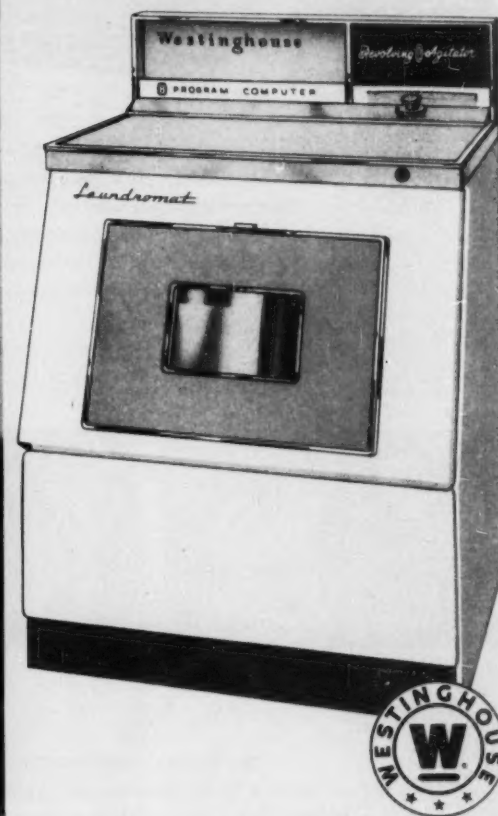
"My clothes come out so much cleaner
without using any bleach at all . . .
100 per cent better than the old washer.
There is truly no comparison."

77

Here's the reason why they switched!

WESTINGHOUSE MULTI-SPEED 8-CYCLE LAUNDROMAT

At the turn of a single dial it sets up the right
cycle for every load . . . from cottons to the
most delicate synthetics, including wash 'n'
wear and cold water wash. Clothes are washed
cleaner than ever before, based on user testi-
mony and laboratory tests.



Over the past three months, these and thousands of other real-life housewives have been telling
your customers why they switched from centerpost washers to the Multi-Speed Laundromat. Many
of them appeared on TV . . . and in key city newspaper ads. Dealers from coast to coast ran ads
showing some of their own customers. As a result, Laundromat sales are climbing skyward.

PROOF THAT YOU CAN MAKE MORE SALES WHEN YOU FEATURE THE AUTOMATIC WASHER THAT GETS ALL CLOTHES CLEANER

YOU CAN BE SURE...IF IT'S
BOOMING! Westinghouse

WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS CBS-TV FRIDAYS

We came up with the right choice, Mrs. Joyce.
This Waste King Dishwasher will blend in perfectly
with your new cabinet designs.



See? Perfect fit. You'll like this Magi-Matic Cycle Selector, too.
You can pre-wash a few breakfast dishes for full washing later...set the cycle for
Pots and Pans and plastics...or completely wash, rinse and dry a full load.
All you do is push the buttons! And exclusive Waste King humidity free drying
keeps the moisture in the machine...puts an end to
foggy windows and limp curtains and drapes.



This Waste King Dishwasher really cleans dishes—up to a full
service for 12. A special jet scrubbing action scours every dish, suds are
drained away, and two rinses finish the job. Notice how quick and easy it was to
install your Waste King Dishwasher?
No trouble at all. No trouble after it's in, either.
I haven't had a call-back, yet!*

* He said it almost as well as
Waste King's ads in Living for
Young Homemakers, American
Home, House Beautiful, and
House & Garden.



Waste King

WASTE KING CORPORATION
1111 East 20th Street
Los Angeles 10, California

Electrical Merchandising

NOVEMBER, 1959

A MCGRAW-HILL
PUBLICATION

IN THIS MONTH'S ISSUE.....FOR BETTER MERCHANDISING

Spotlite ... a quick look at what's going on	1
Trends ... the national picture	9
Trends ... region by region	13
Manufacturer Shipment Statistics	20
How's Business ... retail sales at a glance	22
Stock Market Report ... the industry on Wall Street	24
ECONOMIC CURRENTS: Rising Credit: Could It Hurt Durables Sales?	34
MORT FARR SAYS: People Are Our Business	38
You Can Get Big in a Hurry on the Highway KEN WARNER	<u>47</u>
Seven Service Leaks	<u>51</u>
Disc Jockeys and Dish Jockeys Sell 744 Dishwashers in a Month	52
In Mexico, the Radio Stations Try Selling Radio	54
Five Kinds of Hi-Fi Show	55
Telephones Really Work for These Two Dealers	58
You Can't Survive on Price Alone	60
Why Not Lease a Record Department? BILL MCGUIRE	64
Women Are Natural Kitchen Salesmen	66
Six Ways To Celebrate Your Birthday	68
Six Sales Contests that Work	72
Machines Are Not Perfect	82
News at a Glance	100
People in the News	104
New Products	107
Rodriguez Looks at the Dealer	148

Editorial: To Our Readers

Facing Inside Back Cover

Here's an intriguing story of what happened to a small dealer when he moved from an in-town location to a new highway store. You'll get a kick out of reading just how the Petropoulos brothers went about making their moves and some of the almost unbelievable things that happened as a result.

Use this article to answer the next complaint you get about service. A revealing table shows clearly that, since no machine is perfect, service problems are bound to arise from time to time. It's just possible that the whole industry has been on the defensive too long — and now it's time to face the facts of life ... and make the customer face them too.

This is the last issue of **ELECTRICAL MERCHANDISING** as a monthly. After 52 years such a decision inevitably brings with it a touch of nostalgia. But, to be perfectly honest, nobody here is saddened too much in writing "30" to this issue. Instead, we're excited about the dramatically new weekly magazine which we'll be sending your way every Monday morning. Only three weeks remain before you receive your first copy of **ELECTRICAL MERCHANDISING WEEK**. The date is November 23. Watch for it.

Rich, new styling increases sales appeal

of the **ONLY BUILT-IN
ELECTRIC CAN OPENER**

Trade-Wind
canoelectric



Outstanding in so many ways, the exclusive built-in Canoelectric by Trade-Wind gives the finest in convenience, speed and style.



Canoelectric mounts flush in the wall at the most convenient location in the kitchen.



A kitchen sales feature — permanently built-in as an integral part of the kitchen.



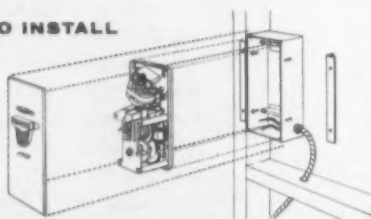
Now available in black trim set off by a gleaming stainless steel or rich antique copper face plate.



The only can opener that automatically pierces the can and delivers it to your waiting hand with just a push of the button.

Canoelectric opens every size and shape of can, smoothing the inner edge for safety. It's extra fast, too. Does the entire job in 4 seconds. This is another Trade-Wind Quality Product—fully guaranteed and designed for years of service.

SIMPLE TO INSTALL



You are paying for Trade-Wind quality... why not get it!

Trade-Wind Division
ROBBINS & MYERS, INC.

7755 PARAMOUNT PLACE, DEPT. EM PICO RIVERA, CALIFORNIA

PAGE 6

Electrical Merchandising

NOVEMBER, 1959

VOL. 91, NO. 11

LAURENCE WRAY, Editor

TED WEBER, Managing Editor

JOHN A. RICHARDS, Associate Editor

JOHN DECKER, Associate Editor

**ANNA A. NOONE, Associate Editor,
New Products**

KEN WARNER, Midwest Editor

MARTHA ALEXANDER, Assistant

BILL MCGUIRE, Southeast Editor

JAMES J. CASSIDY, Associate Editor

BARBARA ELLWOOD, Art Director

**HARRY PHILLIPS, Consulting
Art Director**

HOWARD J. EMERSON, West Coast Editor

MARGARETE RICE, Assistant

GEORGE B. BRYANT, Washington Bureau

DEXTER KEEZER, Director, Department of Economics

JOHN WILHELM, Director, World News

RESEARCH DEPARTMENT

MARGUERITE COOK, Research Director

KEN BLANCHARD, Assistant Director

MARJORIE FISHER, Assistant, Chicago

HARRY C. HAHN, Sales Manager

WAYNE SMITH, Promotion Manager

PETER HUGHES, Production Manager

DISTRICT MANAGERS

New York W. S. ACKERMAN, 500 Fifth Avenue, New York 36, N. Y. OX. 5-5959
H. WILLIAM DAVIS

Atlanta W. O. CRANK, 1301 Rhodes-Haverly Building, Atlanta 3, Ga.
JA. 3-6951

Chicago D. R. BAUER, 520 N. Michigan Avenue, Chicago 11, Ill. MO. 4-5800
E. J. BRENNAN

Cleveland R. J. SCANNELL, 55 Public Square, Cleveland 13, Ohio SU. 1-7000

Dallas F. E. HOLLAND, 1712 Commerce Street, Dallas 1, Tex. RI 7-5117

Los Angeles R. H. ANTLES, 1125 West Sixth, Los Angeles 17, Cal. HU. 2-5450

San Francisco T. H. CARMODY, 68 Post Street, San Francisco 4, Cal. DO. 2-4600



CASWELL SPEARE, Publisher



ELECTRICAL MERCHANDISING is published monthly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. Publication Office, 10 Ferry St., Concord, N. H. See panel below for directions regarding subscription or change of address.

EXECUTIVE EDITORIAL CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. Officers of the McGraw-Hill Publishing Co., Inc.: Donald C. McGraw, President; Joseph A. Gerardi, Executive Vice President; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary. Officers of the Publications Division: Nelson L. Bond, President; Shelton Fisher, Senior Vice President; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator.

Subscriptions are solicited only from persons engaged in the manufacture or sales of household electrical appliances, television and radio. Position and company connections must be indicated on subscription orders. Send to address shown in box below.

UNCONDITIONAL GUARANTEE: Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvements are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if **ELECTRICAL MERCHANDISING's** editorial service is unsatisfactory, and will refund the proportionate price of any unmailed copies.

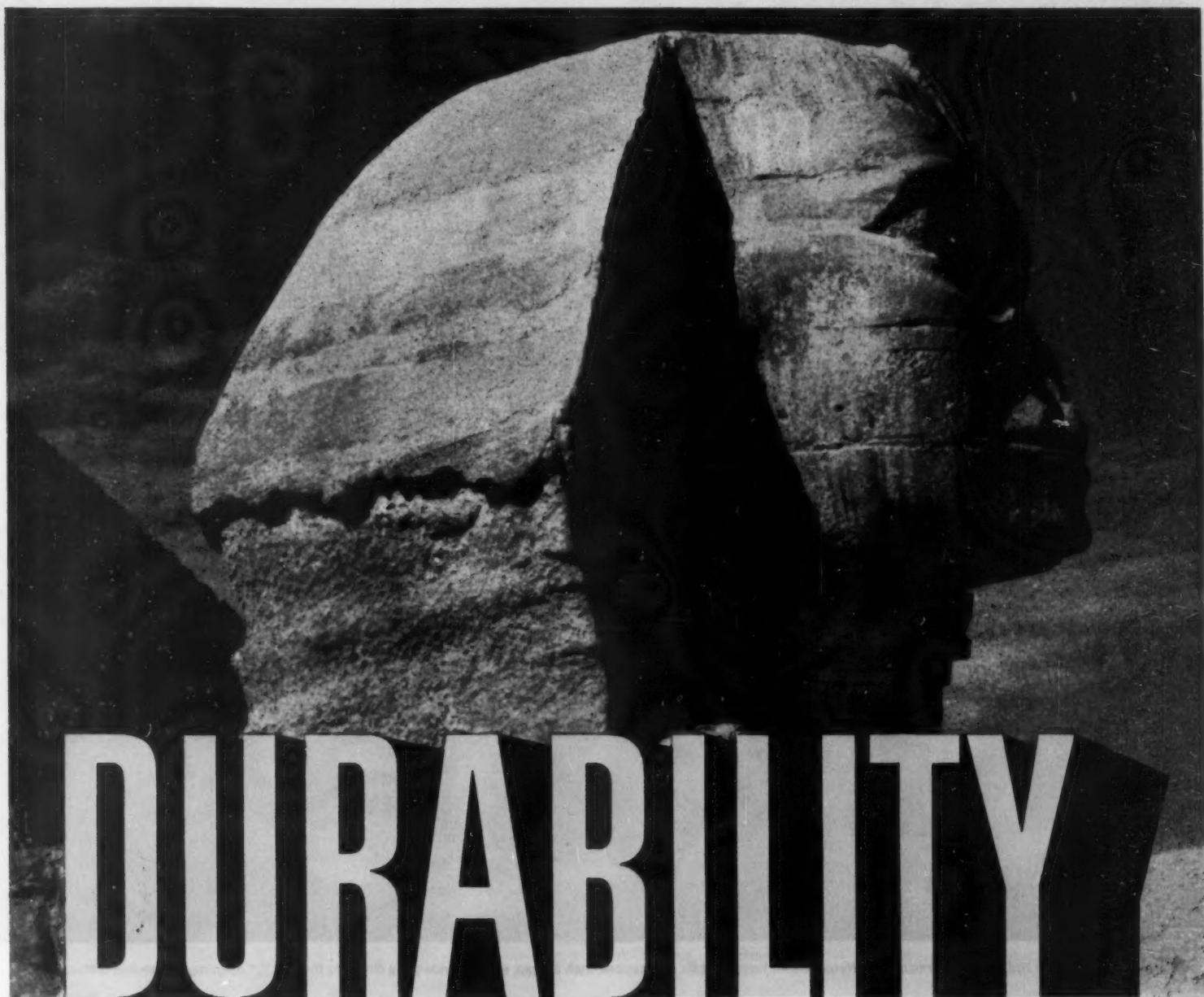
Single copies \$1.00. Subscription price in the United States and possessions: \$2.00 for one year. Printed in U.S.A. Second Class postage paid at Concord, N. H. Cable address "McGraw-Hill New York" Copyright 1959 by McGraw-Hill Publishing Co., Inc. All rights reserved.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Fulfillment Manager, Electrical Merchandising, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send form 3579 to Electrical Merchandising, 330 W. 42 St., New York 36, N. Y.

NOVEMBER, 1959—ELECTRICAL MERCHANDISING

What makes HOOVER the biggest name in floor care?



With the dollar the way it is—and not getting any better—appliance dealers are being asked:

How long will this appliance last?

A good question. But it's one you seldom hear, even from the more inflation-conscious customers, when you sell Hoover Cleaners. Most people *know* Hoovers are built to last, as well as to clean best. Chances are a Hoover's been keeping their carpets fresh and bright as far back as they can remember. Or they may be planning to buy the new Electric Floor Washer—just because it's a Hoover.

The name alone is usually enough assurance.

And that's what a lot of people want more of nowadays, some assurance of . . .

DURABILITY: another reason HOOVER is the biggest name in floor care.



HOOVER.

FINE APPLIANCES . . . around the house, around the world®



THE QUALITY OF HOTPOINT

DOWN THE DRAIN WITH VENTING



Cutaway of spray system in Hotpoint vent-free dryers. Water stream leaves nozzle, crosses one-inch air gap, enters condensing chamber through $\frac{3}{16}$ " opening, and strikes diffuser pin.

Eight years ago, Hotpoint introduced the industry's first 100% vent-free dryer. In this revolutionary new kind of dryer, moisture and lint were condensed from the heated air by a fine spray of cold water, and pumped down the drain.

But to achieve this, Hotpoint engineers had to create a new kind of nozzle—one that would produce a fine spray for years without clogging. Special vanes in this nozzle act like the rifling in a gun barrel to produce a rod-like, $\frac{1}{16}$ " stream of water which is directed against a diffuser pin in the condensing chamber. The impact atomizes the stream, producing the fine spray of water needed for maximum cooling.

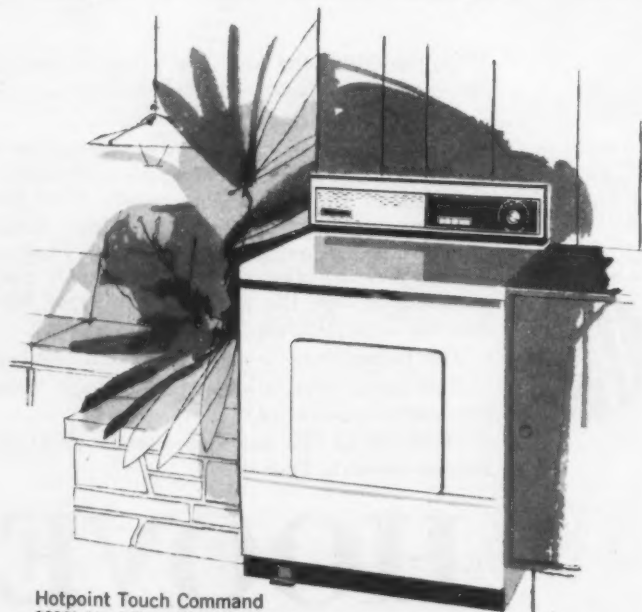
Creative engineering such as this results in quality products that perform better and last longer. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer, you should be!

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



Hotpoint Touch Command
100% Vent-Free Electric Dryer

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	166	136	142	28.2% up (8 Mos. 1959)
RETAIL SALES total (\$ billions)	18.1	18.3	16.9	9.2% up (8 Mos. 1959)
DEPARTMENT STORE SALES index (1947-1949=100)	146	149	135	6.7% up (9 Mos. 1959)
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	354	350	340	1.9% more (8 Mos. 1959)
FAILURES of appliance-radio-TV dealers	33	23	23	18.8% less (9 Mos. 1959)
HOUSING STARTS (thousands)	120.4	129.0	121.0	21.7% up (9 Mos. 1959)
AUTO OUTPUT (thousands)	258.2	239.2	130.5	50.9% up (9 Mos. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	335.3	327.4	312.9	6.3% up (2nd Quar. 1959)
LIVING COSTS index (1947-1949=100)	124.8	124.9	123.7	.7% up (8 Mos. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.1	23.5	22.0	6.0% up (2nd Quar. 1959)
UNEMPLOYMENT (thousands)	3,230	3,426	4,111	20.7% down (9 Mos. 1959)

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

A bill pushed through the House of Representatives in the closing hours of its last session may pose serious difficulties for dealers in financing consumer purchases of appliances.

The legislation would put a tax liability on dealer reserves. The Senate may vote the bill next year.

The question of dealer reserves has been a long-standing dispute between dealers and the Internal Revenue Service. Dealers have been arguing for years that their tax liability on a bad debt reserve does not come due until the debt is paid off and the bank reimburses the dealer.

This year, however, the Supreme Court ruled that dealers are liable for full taxes at the time of sale. As a result, IRS has been cracking down the past few months on dealers who do not comply with the ruling.

A number of bills were introduced in Congress this year along the lines dealers wanted. But the House Ways and Means committee cold-shouldered these bills and approved legislation upholding the court's decision.

However, the committee softened this action by granting additional time for dealers to pay taxes on reserve incomes of previous years. Two choices are offered:

- Dealers can pay off in full the taxes on such reserves

held since 1954. Reserves still held on transactions prior to 1954 need not be reported in this case.

- Or, dealers can tally up all their income held in reserves and pay it off in 10 installements over a 10-year period.

One victory, one defeat.

That's the latest score on Fair Trade.

The victory came in Ohio where a new state Fair Trade law was passed. So far, however, there's been little action by manufacturers to invoke the new law.

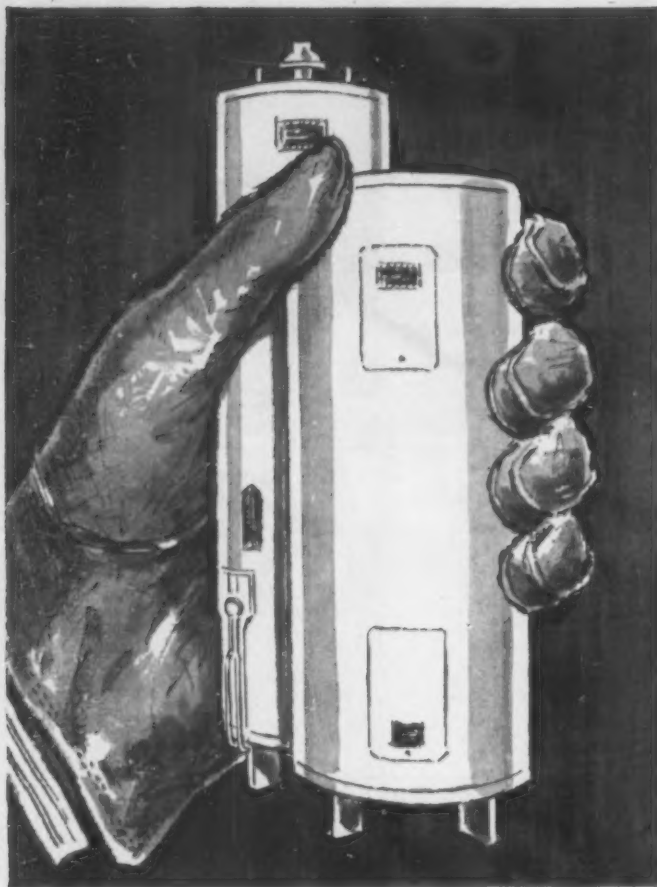
The defeat (not final) came in Oklahoma where a lower court ruled the state's Fair Trade law unconstitutional because it was a "price-fixing statute". Next step in this controversy is a probable appeal to the state Supreme Court.

Do manufacturers learn anything by introducing models of "dream" appliances?

The answer is yes, according to Hotpoint, which has introduced 14 experimental appliances in a program which got underway in January 1958.

Two of the 14 are now being manufactured and two more are under "production consideration". Five are still to be

Continued on page 10



**Hand in glove
with bigger Profit**

TOASTMASTER

Automatic Water Heaters

Every water heater you sell signifies a substantial profit. Far greater, let's say, than you can get from a traffic appliance. Thus, it's just good business to promote and sell the big-ticket appliance that every home *must* have—a water heater. Toastmaster® Water Heaters can fill the basic demands of customers in your trading area: first, a choice of gas or electric, either glass-lined or with galvanized tanks. Also, since your *best* market is *replacement* buying, customers are looking for *quality*, longer-lasting service; and they're willing to pay a little more for it. Sell the *big* water heater market with *quality*—sell Toastmaster Water Heaters!



McGraw-Edison Company
Clerk Division, 5201 W. 65th St., Chicago 38, Illinois

®"Toastmaster" is a registered trademark of McGraw-Edison Company, Chicago. Copyright 1959 by McGraw-Edison Company.

trends

CONTINUED

surveyed and five have been scrapped.

In addition, Hotpoint has learned some interesting lessons as a result of a motivational research program conducted during the product introductions.

For example, many consumers tend to price new appliances higher than expected. And many were willing to pay the higher price.

There's a general trend toward the compact kitchen, say the researchers, who add that the "furniture look" in appliances is "highly" acceptable.

The battle of the fuels shows no sign of slackening in the year ahead.

Both the electric and gas industries have recently announced some of their promotional plans for 1960.

You'll get some idea of the gas industry's plans from Ken Warner's report of the AGA convention (page 130).

And the Edison Electric Institute, which this year took over the Live Better Electrically program, has announced that it will spend \$3 million next year in print and television advertising—a boost of \$250,000.

The EEI schedule includes four color magazine advertisements, two daytime TV shows, a TV spot schedule, a point of sale program for utilities, and a trade magazine campaign.

The 1960 campaign will be tied together with the theme line "Electricity is your better way."

Ads are scheduled to support three local merchandising events: a "kitchen carnival" in March-April, a "laundry festival" in August-September and the annual Give Better Electrically program at Christmas.

Appliances and TV sets may have a different look tomorrow thanks to new materials being developed today.

Among the latest of these is a process for bonding a highly decorative, abrasion-resistant plastic coating to long, continuous coils of strip steel. Until now, this type of pre-decorated metal product has been available to end-product manufacturers only in cut sheets.

Tradenamed Miracoil, the new pre-decorated steel is being produced by the Enamelstrip Corp., a subsidiary of National Steel Corp.

Miracoil is already being used successfully by a major television set manufacturer for mahogany-colored steel cabinets. Enamelstrip officials point out that the material is a natural for use with appliances because it can be produced in a white finish which will not fade, yellow or otherwise deteriorate in appearance.

For the time being, the material cannot be used in products where heat welding methods are necessary for fabrication.

Portable TV sets incorporating automatic timers are a "natural" for the second set market.

That's the conclusion of researchers at G-E's clock and timer department. The firm found that 53 percent of recent purchasers of portable sets were buying second sets and that 63 percent of this group planned the bedroom as the location for the second set. Of the bedroom viewers, 76 percent said they enjoy regular night-time viewing and of this group 51 percent reported that they fall asleep with the set on. It's hardly surprising that 59 percent said they would buy a set equipped with an automatic shutoff. And 46 percent were interested in a set which would awaken them in the morning.



The Registers kept ringing

at Johnson's Department Store

... with the help of the Aetna Life's Business Planning Department

When Fred Johnson died last year his thriving department store didn't have to go out of business. The cash registers kept right on ringing up sales ... because Mr. Johnson was a progressive and foresighted man.

With the help of his Aetna Life representative, attorney and accountant, he set up a plan which gave his wife in cash the full going concern value of the business. This same plan provided for a smooth transition of the ownership to two of his key employees — avoided financial chaos in the business and disaster to his own family.

If you own or operate any kind of business, it will pay you to investigate the vital need for a business continuation plan — and no one is better equipped to serve your interests than the Business Planning Department of your local Aetna Life General Agency.

ÆTNA LIFE
INSURANCE COMPANY

Affiliates: Aetna Casualty & Surety Co. • Standard Fire Insurance Co. • Hartford, Conn.



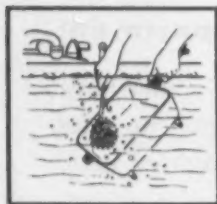
Now! Only Dominion Gives You These
Two Sensational Top Quality Appliances

PRICED To SELL

at only **\$14.88** with **FULL PROFIT MARGIN**
EACH



Easy to Use—Fingertip heat control provides temperature range to 420°.



Easy to Clean—Controlled heat and special finish eliminate foods sticking.



Family-Size Meals—Deep square design provides greater capacity. Foods cook better.

PLUS

- Automatic signal light
- E-Z Cook Guide on handle
- Complete with vented hi-dome cover and cook book

**FEATURE THE LINE
THAT FEATURES
FULL PROFIT MARGINS**

DOMINION

ELECTRIC CORPORATION • MANSFIELD, OHIO

For a limited time only you can offer your customers the Dominion Model 1604 Coffee Maker and Model 2211 Fry-Skillet both priced to sell fast at only \$14.88 each. They're regular top-quality appliances (not promotional items) and usually retail for \$19.95!

Here are the right appliances, at the right price . . . and with full profit margins . . . just in time for the profitable fall selling season ahead. But that's not all! They're backed by the most liberal and flexible cooperative advertising plan plus hard-selling sales aids. Get in touch with your Dominion distributor today.



**10 CUP
CHROME
FINISH**

Flavor Regulator—Assures same delicious flavor—cup after cup.



Indicator Jewel—Automatically signals when coffee is ready.

PLUS

- Graduated cup markings
- Special cold water pump
- No-drip spout, stay-cool handle

trends

REGION BY REGION

THE EAST

By John A. Richards



Refrigeration, laundry, and color-TV sales good . . . Minimum pricing plans gaining . . . Shortages on Christmas stock isolated

In the East the steel strike is pinching. But so far it has failed to slow last-quarter business. Some products show impressive gains. And as more and more distributors plan to stiffen dealer gross profits, they're finding good acceptance among retailers.

Refrigeration and laundry products remain front runners. Not only did laundry sales last month please a Boston distributor, but "dryers are selling exceptionally well." For a Buffalo distributor, refrigeration sales were "fantastic" with many refrigerator models "depleted," even though big Buffalo dealers had stocked ahead, with three and four carloads. Alert merchants in New York, Philadelphia, Baltimore, and Washington had done the same, hedging against the steel strike's effects. In all these areas, refrigeration and laundry continued good.

Philadelphia and New York merchants, enjoying good freezer business, were alarmed at interlopers. A buyer for a big New York account was particularly disturbed over the resurgence of "the suede shoe boys."

"They've got no conscience whatsoever," he says. "Legitimate merchants may sell freezers from \$500 to \$600, with the food package boosting this to \$700 to \$900. These operators sell combined packages ranging up to \$1000 to \$1200, offering appliances, TV sets—the moon—as prizes. They'll blacken the industry, and kill good freezer business."

Color-TV sales soared. New York dealers, pushing color parties and home demonstrations hard, created shortages. In Philadelphia, a similar tight inventory situation existed. In Boston shortages ap-

peared, especially in table models.

A big Reading dealer typified what's been happening in color-TV. He's revived a technique from early TV days.

"You owe it to yourself to look at color before buying TV," he tells customers. "Let us help you pick your set in your own home. We'll bring out every set in the store, if necessary."

That's rarely necessary. But it's the willingness to show customers and convince them that's paying off.

Distributor concern for minimum dealer profits, especially in tough New York, has reached the action stage. L & P Electric Co., under tough-minded Louis Lidsky, successfully sold its minimum pricing policy to its Fedders air conditioner dealers in 1958. At a recent meeting at the Concord Hotel, Kiamesha Lake, it reaffirmed its intent, not only to continue the plan but to upgrade dollar margins. Now Zenith is tackling a similar program in New York. And there are rumblings of similar plans by Motorola and Maytag, both in New York and Philadelphia. Suggested minimums, under Zenith's plan run to \$15 for portables; \$18 to \$28 for tables; \$25 to \$60 for consoles.

Dealers have been keeping one eye on the steel strike and another on their inventories. Refrigerators seemed to be in shortest supply. Electric housewares stocks may run low, especially for those who failed to stock for Christmas. But the market tone remained favorable. Most dealers looked for good gains.

THE MID-WEST

By Ken Warner



Steel strike doesn't scare Chicago, yet . . . Business is good in all departments . . . And the utilities are slugging it out

Shrugging their shoulders over shortages, midwestern dealers are settling

down to slug out all the sales they can. "If they ain't got it, they ain't got it," said one Chicagoan, illustrating his refusal to let his blood boil over shipping delays and complete shortages of some models. "We switch 'em or let 'em walk. What else is there to do?"

Of course, sales are running smoothly, which accounts for the relative calm over the steel strike, and more than that, business is good. People's Gas Light and Coke Co. reports one campaign running so well it is showing signs of beating 1957, and is way ahead of 1958. Commonwealth Edison in Chicago also has a campaign running that is 20 percent ahead of last year, and within 94 percent of quota early in the game.

While distributor prices seem to have firmed up some of the market area—that is, the deals are not quite so juicy as they were—dealers are not getting much if any more money from the consumer. Except with the old Chicago stand-by, the exclusive.

A real exclusive made its appearance on the Chicago scene this fall. Crown Stove Works, a local firm, is trying out, and is very happy with, a "customized" range deal. The customer selects one of seven basic models, and then adds any of eleven extra features, whereupon the dealer adds up the prices and makes the deal. Delivery in the Chicago area is in a very few days, and the range shows up at the customer's house with all the features chosen, plus a name plate that says "custom made by Crown for Mrs. John Customer."

This program, which runs under the general label "Design your own new gas range," has Chicago dealers enthusiastic. One independent northsider is extremely pleased with both the volume—to the tune of 60 ranges over the past six weeks—and the money.

Over at Commonwealth Edison, the fall dryer program is proceeding at a fast pace. Credit for this year's excellent showing is mostly due to the generally-better year, but Chicago dealers also credit the wiring program and the "all your money back" guarantee that goes with it. In a cooperative effort, Edison and the manufacturers have got the dealer's wiring problem down to a simple \$29.95 deal, which will get the customer all the wiring needed to install the dryer—including the installation of 240-volt service if needed.

Continued on page 15



Name:

Automatic Baby Food Warmer—warms food *and* keeps it warm all through feeding!

Vital Statistics:

- ☆ Fixes baby's meals *faster, easier*.
- ☆ Food can't overheat—always warmed just right.
- ☆ New sealed-in warmth keeps baby's dinner warm to the last spoonful.
- ☆ Completely safe: uses no hot water, cord disconnects before feeding.
- ☆ Goes into dishpan or dishwasher for washing.
- ☆ Can't tip or spill—suction bottom.
- ☆ Smart new shape—all foods in easy reach; each section holds up to a jar of baby food.
- ☆ Pink or Blue, attractively decorated.
- ☆ Handsome pack—Baby Food Warmer.

Ready to go home:

With enthusiastic mothers and grandmothers!

Introduced:

In GOOD HOUSEKEEPING, PARENTS',
MY BABY and YOUR BABY
—and widely announced with *Publicity*.

A BOON TO MOTHERS AND BABIES...
A GREAT NEW PROFIT ITEM FOR YOU!

General Electric Company, Bridgeport 2, Connecticut

Progress Is Our Most Important Product

GENERAL  ELECTRIC

trends

REGION BY REGION

The utility battle in Chicago is shaping up into a real merchandising brawl. Commonwealth Edison's commercials and ads use such phrases as "fume-free heat," while People's Gas talks economy, \$5 down for a three-month free trial, and heavy use of TV to hammer home the "quick, blue flame" idea.

On the merchandising front generally, there is some indication that this Christmas, volume dealers are going to rely on giveaways on top of discount prices to move traffics. Sparked mostly by suppliers, the various giveaway programs are getting a big early play, offering towel sets, cookbooks, and the like, for purchase of "\$29.95 list, \$24.95 to you" small appliances.

THE SOUTH EAST

By
William McGuire



How much will the strike hurt . . . Color is slow but portables move . . . It's been a good year for refrigerators, not so good for ranges

Even if management and labor bury the hatchet and end the steel strike at long last . . . just how deep will the wound be?

That question plagued dealers and distributors throughout the Southeast, as the pre-Christmas selling season drew near. Though plenty of dealers were still receiving shipment on many numbers in their appliance lines during the walkout, the ensuing 60 days were expected to tell the true shortage story. In the South, few looked for the factory flow of white goods to regain normalcy before the first of the year.

Meanwhile, the dealers who had stockpiled when the buying was good were feeling little pain, while those who had dismissed their wholesale salesmen's September warnings as loading devices, or who couldn't afford to buy big, were hurting.

Business had held up well through September, giving the industry in the Southeast a firm nine months, with dollar volume increases over 1958 averaging about 10 percent. In most market areas, action in television had started in early September and become fair to brisk by mid-October, indicating a long and fruitful season.

Much interest centered on color and portables. As 1959 wore on, it became obvious that this would not be that one big year the color industry has been pointing toward . . . not in the South, at least.

Sales had been light (during the first half, for example, of the 30,107 sets sold in the area served by Florida Power & Light Co. lines, 58 were color.) Promotions had been spotty and generally ineffective (in Atlanta, a joint activity between RCA and a local station created hardly a ripple, largely because of lack of dealer enthusiasm.) From Birmingham, however, came a hopeful sign, as a distributor reported some 300 color units booked off three dealer showings.

Portables continued to combine with low-end consoles to put the squeeze on table models. A key Atlanta dealer, for whom one in four TV sales is a portable, has stopped fighting the trend, finds he can extract a fairly good net from most portables by sticking close to list, refusing to trade, and cutting delivery and set-up costs by encouraging customers to carry them out.

Refrigeration has enjoyed a long, steady, though not spectacular season in Dixie, with sales generally holding up well through the middle of October. This has been the year of the big boxes in the South, with 12's, 13's and 14's returning most of the unit volume. Though most sales have gone the long-trade route, profits seem to have held firm, climbing for many dealers with resales of trade-ins.

But from Nashville come rumblings which may mark the beginning of general disenchantment with the concentrated long-trade promotion backed by a leading manufacturer. In the Tennessee city, there's evidence that too-sharp competition among dealers for "your old refrigerator, 10 years of age or less," plus some determined leader-buying on the part of consumers, has resulted in a combination of unprofitable new sales and a supply of used boxes in excess of demand.

As one dealer put it, "We're beginning to realize that when you trade long you've got to sell long."

Briefly, high-end refrigerators went well in September for dealers in Atlanta, Miami, Birmingham and Greenville, S. C., while low-end TV and medium-low washers led for dealers in Charlotte and Memphis respectively. New Orleans, Atlanta and Miami distributors reported good TV movement at wholesale, while laundry set the pace for wholesalers in Charlotte and Birmingham. Freezers and ranges shared the booby prize in most sections.

THE GREAT LAKES

The area feels the strike from two points of view . . . TV, laundry, refrigerators and radio move well . . . Stereo is slow so far

Sales in the Great Lakes are spotty, to say the least, for a couple of reasons. The steel strike for one, and fear of strike-induced layoffs for another. Away from the metalworking metropolises, majors are generally going well and business is up an average 10 to 15 percent over last year for most dealers.

But the talk is "what happens if no settlement or with an injunction produced settlement?" Dealers are keeping their fingers crossed in hopes their last quarter business, which for some of them is about one-half of the whole year's total, is not spoiled by the strike.

Detroit dealers are feeling the steel strike pinch on two fronts. "If this thing continues," one Detroit dealer warns, "layoffs in the area will hurt business." Another dealer says "We're having trouble replenishing our small appliance supplies now—and if the strike lasts too long we just won't be able to fill orders."

With more Clevelanders engaged in basic steel, the strike-produced slowdown has just about become a halt. Not only the steel workers themselves have been affected, but almost 5000 workers in unrelated industries are now laid off their jobs in the Cleveland area, at this writing, and others are working reduced work weeks. "It's a vicious circle," complains a Cleveland retailer. "My customers tell me they can't put aside money toward a new appliance, and pretty soon I start worrying about business, too."

But things aren't bad all over. Moving well through October in Cleveland, Dayton and Detroit were television, laundry, refrigeration and radios. A Detroit dealer reports 70 to 75 percent of his current business is in TV. A Dayton retailer credits high home laundry and refrigerations sales to promotions and a publicity campaign which began two months ago. Portables are going well for dealers in the Cincinnati area.

Hi-fi, stereo and tape recorders are moving at a pretty slow pace right now, but promotions for the Christmas selling season are starting to come alive and should give the boost to this gift item. Poor Detroit range sales are attributed by one dealer to new home sales, and the situation has interested the Michigan Appliance Dealers Association into investigating the legality of distributor-builder sales of built-ins.

Continued on page 18



Put your finger on *EXTRA PROFITS* with

NEW HOTPOINT

A NEW CONCEPT IN



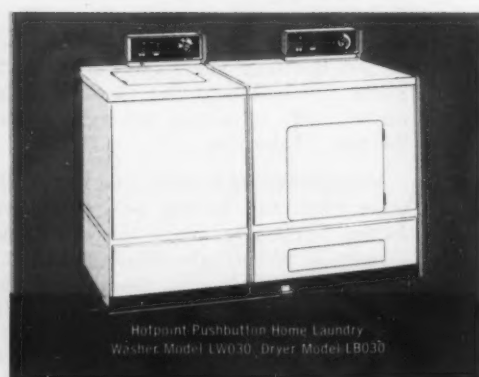
TOUCH COMMAND HOME LAUNDRY
Washer Model LW090, Dryer Model LC090



Hotpoint All-Fabric Home Laundry
Washer Model LW070, Dryer Model LB070



Hotpoint Pushbutton Home Laundry
Washer Model LW050, Dryer Model LB050



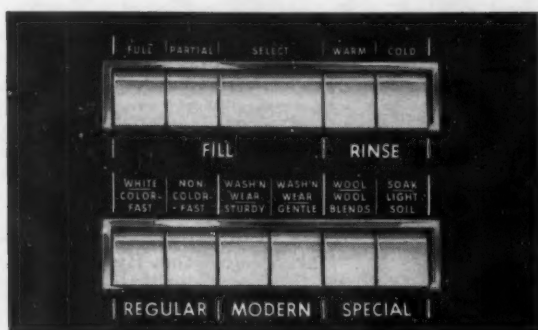
Hotpoint Pushbutton Home Laundry
Washer Model LW030, Dryer Model LB030

TOUCH COMMAND

HOME LAUNDRY SELLING



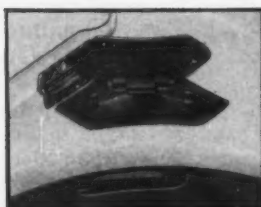
as easy to demonstrate as **TOUCHING A BUTTON**



Just touch a button and get set to sell 1960's most exciting new washer feature—Hotpoint Touch Command! Touch one button and show your customers how Hotpoint automatically gives them the proper wash and spin speeds, the proper wash and rinse temperatures for *any* washable! It's easy to operate, easy to sell for extra big profits!



Sell your prospects truly automatic drying at the touch of a button! Your new Hotpoint Touch Command Condenser Dryer gives them proper drying conditions for any washable — at the mere touch of a button. New Time Command Dial makes it simple to select the proper drying time for any fabric. Three cycles dry their wash with individual care!



NEW DUAL-DISPENSER FOR BLEACH AND RINSE ADDITIVES HELPS YOU CLOSE MORE SALES!

Automatically adds bleach after detergent is activated; adds conditioner to the final rinse for softer, easier-to-iron clothes and cling free nylons!



100% VENT-FREE! YOUR CUSTOMERS CAN SAVE \$15 TO \$30 ON OUTSIDE VENTING!

No dusty air is drawn in — no damp lint-filled air is blown out into the laundry. Moisture and lint are automatically pumped down the drain.

TOUCH COMMAND WASHER FEATURES:

- Full-time underwater lint filter
- New water-saving fill control
- All-porcelain finish inside and out protects against rust
- Big 10-pound tub capacity
- 3-cycle lighted dial for light, regular, heavy soil
- Measured detergent dispenser
- 5-year written parts replacement warranty on entire transmission

TOUCH COMMAND DRYER FEATURES:

- Fabric Minder Cycle "senses" when regular fabrics are dry, shuts off automatically
- Wash-and-Wear Cycle dries wash almost "wrinkle-free"
- Select-O-Time Cycle dries special items; "dusts" draperies, too.
- Sealed Calrod® heating units
- Air freshener adds pine scent
- Porcelain top, drum, interior

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE... IF YOU'RE NOT A HOTPOINT DEALER YOU SHOULD BE!

Hotpoint

A Division of General Electric Company • Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS



trends

REGION BY REGION

THE SOUTH WEST

It's been a good fall so far but the steel strike worries some . . . TV is the area's hot item . . . Dealers prepare for Christmas

Retailers throughout the Southwest report steady increases in September and October sales, but distributors are casting uneasy glances at dwindling warehouse supplies and expressing a hope that the steel strike won't last much longer.

So far the supply problem hasn't greatly affected dealers, although some report that they are out of certain colors or special items such as refrigerators with left-hand doors. Builders in Little Rock and Dallas are finding it more difficult to get built-ins and a few dealers in Albuquerque are having supply troubles.

Emotions are mixed on the effect the strike has had on sales. One Dallas dealer remarked, "Panic buying—I'd like to see a little of that." Another Dallas man says he's having to sell and sell hard, while in Oklahoma City one leading retailer says several of his customers remark that they're buying now rather than later to be sure they get what they want. In Houston, where a thriving September business suddenly faded the first of October, a dealer comments, "You always feel a slack when people are out of work." But so far the general state of business is summed up by an Albuquerque retailer who says "The dealers who complain aren't going after business."

Those who are going after business haven't resorted to any "scare" advertising based on the strike, and most dealers are just trying to ignore the whole thing and hope for the best.

The red hot item for Southwest appliance people this fall is TV. In Albuquerque and Oklahoma City the word is portables. Consoles are getting the customer rush everywhere else with a decided upswing in color sales around Little Rock and Dallas. The trend to "furniture style" TV along with the replacement market is credited by several dealers with the boost in higher ticket sales.

Laundry, refrigeration and freezers alternated as top volume items around Dallas with distributors and retailers alike reporting a trend to top-of-the line buying. Refrigeration slowed in Houston with laundry and freezers taking over the top position. A big clothes dryer campaign kicked off by Houston Lighting and Power Company on October 1 helped add to laundry sales.

In Little Rock and Corpus Christi the combination refrigerator-freezer is getting great customer response. Dealers report lots of standard refrigerator trade-ins on the new combinations. Laundry has been slow in Arkansas, but dryers and ranges are beginning to move up on the charts.

Free standing ranges have picked up in Oklahoma City and are showing strong sales in West Texas and along the Gulf Coast. In Albuquerque, washers chalked up the most sales with one dealer reporting a strong market in wringer-type washers.



THE FAR WEST

By Howard Emerson

The steel strike really pinches . . . Built-ins hit first and hardest by shortages . . . New interest in electric housewares

Shadows were falling over more than the Coliseum walls in the Far West in mid-October. The boom in appliance sales that has boosted some dealers' volumes to nearly 50 percent above the 1958 level faced a possible three months of darkness as the steel strike finally eclipsed the brightness in which these dealers have been selling more goods at more profit for many months.

Not everyone in the industry here agrees on either the present or the future effects of the strike. However, dealers in most areas are buying heavily when the distributor can fill the orders. Some dealers are depleting their stocks, getting only a backorder listing when they phone in an order for popular models of laundry and refrigeration. Dealers who had continued their 1958 caution by holding inventories low were facing more trouble than the dealers with carload orders.

Built-in ranges were the first to be hit, but the situation could not be blamed altogether on the strike. Tremendous expansion in home building had put a drain

on the stocks of built-ins as early as mid-summer. By early October many tract homes here were being delivered without ranges.

The public, however, seems quite unaware and unconcerned as far as an impending shortage is concerned. There has been no scare buying, and only in isolated spots by appliance-furniture "warehouse outlets" has there been any scare advertising. One such concern hit an all-time high, or low, with copy reading: "Because of the steel strike we are overloaded with appliances. We must cut down our inventory . . . etc." Meanwhile, the industry as a whole was busy:

Manufacturers here, while few in numbers, were making news. Hoffman introduced the first TV designed specifically for school room use. Los Angeles refrigerator manufacturer Norco, Inc., announced 4- and 6-ft. thermoelectric refrigerators for trailers and motels.

Association and utility promotion men here are underway with elaborate plans to tie in with MYHHWANA—which sounds like a Hawaiian rum drink but is the forthcoming newspaper industry's "Make Your Home Happier with a New Appliance." Electric space heating will get more promotion than in any previous year—already planned are campaigns by Sacramento MUD, PG&E, Wash. Water Power, San Diego. One far west manufacturer alone, Wesix, is offering 40 different models of electric heating units.

Laundry got a big push in eastern Washington in October when IEEL promoted a "Lucky Laundry Festival" with 5 dryers, a portable TV and 10 steam irons as prizes to consumers coming into dealers' stores for demonstrations.

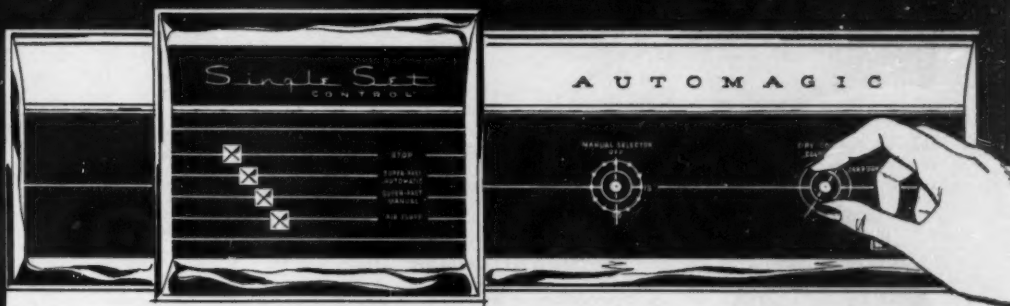
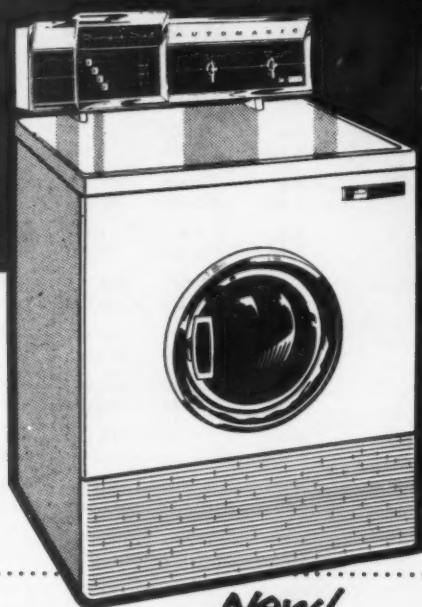
The rising star in the utility promotional field, Montana Power Co., scored one success and one loss. Its brainchild "Electro-Day" industry cooperative advertising campaign got off to the 1959-'60 season after a record of 15 Electro-Days (Electrical Tuesdays) on which 3,216 advertisements were run with a total of 121,404 column inches.

Electric housewares are getting more attention here than in any period since end of fair trading. Mostly a general interest by dealers who've found they can sell them profitably if they don't try to out-volume the discounters. Other evidence, too. Utah Power & Light held attention of over 300 4-H girls and advisers for two session demonstration of small appliances. Advance notice from J. Clark Chamberlain, San Diego indicates Bureau's end of November Electric and Home Appliance Show will have ". . . greatest number of electric housewares exhibits of any previous show." A special area will be set aside and emphasis will be on action and demonstration. Rising trend, too, is for demonstration of electric housewares for patio use. Usually tied in with showings of the boom-

Continued on page 20

THEY
still haven't
caught up with
PHILCO

First dryer that lets you dial the dryness automatically!



Exclusive **MOISTURE MEASURE** in the 1960
PHILCO-BENDIX "AUTOMAGIC" DRYER automatically delivers clothes
damp dry...fold dry...any degree of dryness your customer wants!

New!

Criss-cross tumbling makes Philco 20 minutes faster than any other popular-priced dryer...

Ordinary dryers tumble clothes straight up and down. Garments ball up, tangle . . . dry slowly and unevenly. Philco's patented drum design gives criss-cross tumbling—from front to back, back to front.

Result: Philco dries faster, has greater capacity than other dryers. Even handles more clothes than a 40-ft. clothesline! Only a Philco does the same big load as its matching washer, in the same fast time.



ORDINARY
TUMBLING



CRISS-CROSS
TUMBLING

You say you want an exclusive dryer sales story for 1960? Picture yourself delivering this one!

YOU: Yes, ma'am, this new Philco "Automatic" lets you choose the exact degree of dryness you want—automatically. Just set the "Moisture Measure" and walk away. Then, when clothes are just the way you want 'em, the dryer shuts itself off.

CUSTOMER: If I want my clothes ready to iron . . . ?

YOU: Set the "Moisture Measure" for as damp as you like. No need to let clothes get bone-dry, then resprinkle. No need

for you to stand around touching and testing them.

CUSTOMER: For wash 'n' wear . . . ?

YOU: Just *dial-the-dryness* as you like it. Ready to wear, or a bit damp for shaping on stretchers, etc. Only Philco has it—plus these other features. Automatic de-wrinkling, new criss-cross tumbling that dries an average washday load in 25 minutes.

CUSTOMER: My, that sounds good!

YOU: Now let me tell you about our easy terms . . .

Need we say more? Call your Philco distributor today!

PHILCO

QUALITY
FIRST!

**Makes Them
Easier
To Sell...**

when
appliances are
powered with...

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER

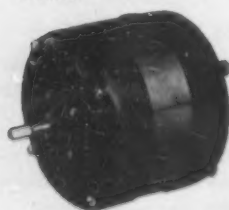
MOTORS



Skeleton frame motor for vegetable juicer. Frame 3 $\frac{3}{4}$ x 1 $\frac{1}{4}$.



$\frac{1}{2}$ Horsepower motor with two-stage fan—the standard for high performance domestic canister-type cleaners.



Four-pole permanent split capacitor motor for fan drives, such as hair dryers. Frame 4 $\frac{1}{4}$ x 1 $\frac{1}{4}$.

The quiet, dependable operation of appliances equipped with Lamb® motors makes them easier to sell... assures faster turnover... builds customer good will—all factors which result in increased store profits.

This is one of the reasons why more and more dealers are stocking—and featuring—appliances powered by Lamb Electric.

**THE LAMB ELECTRIC COMPANY
KENT, OHIO**

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario

trends

REGION BY REGION

CONTINUED

ing garden lighting, small appliances are used both to build interest and to provide food.

Californians now have a "consumer counsel." Helen Ewing Nelson of Mill Valley, former assistant chief of state's bureau of labor statistics was named by Gov. Pat Brown to newly created post. Adviser in selecting Mrs. Nelson was Mrs. Persia Campbell who held a similar job in New York during the Harriman administration.

Diamonds are a dealer's best friend? Flashiest dealers in northern California carry Hotpoint. Distributor Graybar handed out \$100 diamond rings to dealers buying 20 units, up to \$1,000 diamond rings for bigger purchases.

End

Manufacturer Shipment Statistics

Estimated industry shipments of major appliances (electric and gas), radio and television

		1959 (Units)	1958 (Units)	% Change
DISHWASHERS	Aug. 46,500	28,400	+63.73	
	8 Mos. 337,700	245,600	+37.50	
DRYERS, CLOTHES, Electric	Aug. 87,291	72,350	+20.65	
	8 Mos. 493,892	398,683	+23.88	
Gas	Aug. 45,906	37,483	+22.47	
	8 Mos. 241,974	173,208	+39.77	
FOOD WASTE DISPOSERS	Aug. 60,500	47,500	+27.37	
	8 Mos. 472,300	379,300	+24.52	
FREEZERS	Aug. 108,400	101,400	+ 6.90	
	8 Mos. 886,000	714,700	+23.97	
INCINERATORS, Gas	Aug. 4,600	4,400	+ 4.55	
	8 Mos. 28,800	30,700	- 6.19	
RADIOS, Home-Portable-Clock	Aug. 729,999	738,479*	- 1.15	
(production)	8 Mos. 5,511,699	4,299,716*	+28.19	
RADIOS, Automobile	Aug. 279,424	242,915	+15.03	
(production)	8 Mos. 3,434,345	1,893,813	+81.34	
TELEVISION (production)	Aug. 547,445	507,526	+ 7.87	
	8 Mos. 3,680,520	2,950,455	+24.74	
RANGES, Electric—Standard	Aug. 61,300	48,200*	+27.18	
	8 Mos. 624,000	505,700*	+23.39	
Built-In	Aug. 55,300	33,200	+66.57	
	8 Mos. 470,700	318,200	+47.93	
RANGES, Gas—Standard	Aug. 140,200	137,100	+ 2.26	
	8 Mos. 1,071,500	1,016,700	+ 5.39	
Built-In	Aug. 32,200	20,500	+57.07	
	8 Mos. 219,200	133,000	+64.81	
REFRIGERATORS	Aug. 314,100	246,900*	+27.22	
	8 Mos. 2,551,200	2,011,600*	+26.82	
VACUUM CLEANERS	Aug. 268,465	280,226	- 4.20	
	8 Mos. 2,200,887	2,045,728	+ 7.58	
WASHERS, Automatic & Semi-Auto	Aug. 270,332	246,479	+ 9.68	
	8 Mos. 1,891,871	1,638,704	+15.45	
Wringer & Spinner	Aug. 89,517	80,306	+11.47	
	8 Mos. 596,226	542,961	+ 9.81	
WASHER-DRYER COMBINATIONS	Aug. 18,179	13,659	+33.09	
	8 Mos. 115,093	86,339	+33.30	
WATER HEATERS, Electric (Storage)	Aug. 56,400	61,000	- 7.54	
	8 Mos. 555,000	537,500	+ 3.26	
WATER HEATERS, Gas (Storage)	Aug. 251,200	215,500	+16.57	
	8 Mos. 2,040,600	1,773,100	+15.09	

* revised.

Sources: NEMA, AHLMA, VCMA, EIA, GAMA

page ads in the nation's top magazines tell the story!

The New JERROLD TV-FM RECEPTOR* Ends Rabbit Ears!



the first
really small
really powerful
TV-FM antenna

the new antenna that
hides while it works!

Model TVR \$5⁹⁵ List

- No gadget or unproven gimmick . . . it's guaranteed by Jerrold Electronics Corporation.
- No more rabbit ears cluttering up the top of the TV set!
- Even eliminates outside antennas in many areas!
- Easy to install, slides over line cord of TV or FM set!
- Push button tuning for best reception . . . set it and forget it!
- Absolutely safe . . . uses no electricity!
- Designed for VHF, UHF, Color and FM!
- Handsomely packaged in a self display unit. Priced to sell fast!

JERROLD

Contact your Jerrold Distributor or Write:

*Trade Mark

Patent Pending

ELECTRONICS CORPORATION *Distributor Sales Division*
Dept. PD183 The Jerrold Building • Philadelphia 32, Pa.

Jerrold Electronics (Canada) Limited

Export Representative: CBS International, New York 22, N. Y.

how's business?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with the most authentic, timely index of retail sales yet available. It's an ELECTRICAL MERCHANDISING exclusive.

August figures: 00 Year-to-Date: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-washers	Room Air Conditioners	TV
IN THE EAST									
United Illuminating Co.	- 1	+ 13	+ 9	- 1	- 2	- 2	+ 46	+ 436	0
	+10	+10	+ 8	-20	+ 3	+ 9	+24	+42	+ 3
N. Y. State Elec. & Gas Corp.	+ 24	+ 9	+ 3	- 8	+ 6	+ 4	*	+ 126	*
	+ 4	+ 4	+ 4	- 9	+ 3	+ 6	*	+104	*
Jersey Central Power & Light Co.	- 4	- 4	- 2	+ 16	- 14	+ 5	- 20	+ 40	- 16
	+16	+10	+ 1	- 6	+ 9	- 4	- 1	+53	+ 1
New Jersey Power & Light Co.	+ 12	- 1	- 15	+ 19	- 5	+ 17	+ 36	+ 68	- 7
	+18	+31	- 2	+28	+16	+21	+39	+59	+26
Philadelphia Elec. Assn.	+ 15	+ 19	+ 23	+ 45	+ 25	- 4	+ 54	0	+ 16
	+22	+38	+ 9	+ 4	+15	-18	+26	+20	+ 6
Pennsylvania Elec. Co.	+ 20	+ 6	- 3	+ 4	- 7	- 12	+ 24	+ 63	- 9
	+16	+16	+17	+11	+ 8	- 4	+14	+84	- 3
West Penn Power Co.	+ 2	- 6	+ 8	+ 35	0	- 21	+ 63	+ 90	- 12
	+15	+ 5	+10	+10	+16	+ 5	+58	+59	+ 9
IN THE MIDWEST									
Dayton Power & Light Co.	+ 22	+ 26	+ 9	+ 57	- 20	- 23	+ 39	+ 390	+ 4
	+14	+ 8	- 7	+12	- 5	- 8	+48	+75	0
Commonwealth Edison Co.	*	+ 20	+ 7	+ 9	*	- 14	+ 51	+ 177	*
	*	+11	- 2	+ 7	*	- 3	+52	+67	*
Kansas Gas & Elec. Co.	+ 21	+ 3	- 17	+ 2	- 22	+ 13	+ 23	+ 23	- 20
	+ 3	+ 9	- 5	-39	- 1	-10	+21	- 7	-15
Kansas Power & Light Co.	+ 36	+ 47	+ 1	0	+ 17	+ 6	*	+ 47	+ 9
	+10	+16	- 6	-22	- 6	- 6	*	- 1	- 7
Nebraska-Iowa Elec. Cncl.	- 13	- 31	+ 24	+ 4	- 22	+ 4	+ 600	+ 27	- 34
	+33	+15	+24	+26	+15	+31	+182	+46	+10
IN THE SOUTH									
Kentucky Utilities Co.	+ 11	- 15	+ 20	+ 10	- 6	- 15	- 2	- 1	- 2
	+ 6	- 5	0	- 3	0	-18	+27	+ 2	- 5
Chattanooga Elec. Power Bd.	+ 22	- 33	+ 47	+ 36	- 11	- 22	+ 236	+ 26	+ 13
	+18	-14	+30	+16	+ 6	+ 4	+229	+ 9	+21
Nashville Elec. Service	+ 54	- 21	+ 15	+ 8	*	- 11	*	*	*
	+30	- 1	+18	+ 4	*	- 3	*	*	*
Florida Power Corp.	+ 29	+ 71	+ 47	+ 54	+ 10	+ 9	+ 34	- 8	+ 25
	+38	+43	+36	+17	+16	+15	+36	- 1	+17
Florida Power & Light Co.	+ 36	+ 57	+ 38	+ 2	+ 34	+ 156	+ 95	- 39	+ 53
	+28	+49	+17	0	+15	+28	+35	-22	+ 8
Tampa Electric Co.	+ 13	+ 19	+ 23	+ 5	- 10	- 11	+ 7	- 42	+ 14
	+12	-10	+ 9	-11	-13	- 3	-35	- 9	+ 5
IN THE SOUTHWEST									
Dallas Power & Light Co.	+ 58	+ 13	- 10	0	- 16	- 31	+ 53	- 30	+ 35
	+35	+44	+10	+18	- 1	+ 6	+49	- 2	+11
Gulf States Utilities Co.	*	*	+ 52	+ 52	*	+ 39	*	*	*
	*	*	+20	+35	*	+17	*	*	*
El Paso Elec. Co.	- 14	+ 18	+ 29	+ 35	*	- 8	+ 47	- 29	- 7
	+17	+35	+42	+25	*	+10	+ 1	-26	+ 4
Southwestern Elec. Power Co.	- 12	- 6	+ 22	- 2	+ 3	- 3	+ 59	- 13	- 8
	+ 5	+33	+59	+79	+ 5	- 1	+72	-23	- 3
New Orleans Pub. Serv., Inc.	+ 25	- 3	+ 37	*	+ 28	+ 54	+ 40	- 38	+ 7
	+23	+ 6	+54	*	+19	+23	+19	0	+ 9
IN THE WEST									
Idaho Power Co.	+ 19	+ 17	+ 28	+ 48	+ 19	+ 44	*	*	*
	+ 6	+ 7	+ 9	+ 9	+10	- 2	*	*	*
Pacific Gas & Elec. Co.	+ 20	+ 75	+ 35	- 16	+ 12	+ 20	+ 60	+ 40	+ 16
	+26	+56	+43	+12	+19	+19	+52	+66	+17
Pacific Power & Light Co.	+ 6	+ 19	+ 7	+ 11	+ 13	+ 14	+ 19	- 44	+ 5
	+ 4	+15	+ 7	+ 7	+ 8	-13	+27	- 4	- 7
Washington Water Power Co.	- 5	+ 2	- 8	- 6	- 6	+ 21	+ 24	+ 20	+ 23
	- 8	- 1	- 5	+12	0	- 4	+22	- 8	+ 7
NATIONAL									
August	+ 18	+ 22	+ 20	+ 13	+ 7	+ 5	+ 51	+ 21	+ 12
Year-to-Date	+19	+21	+18	+ 5	+10	+ 2	+38	+ 8	+ 7

* Not available.

this is a picture of your NEW stereo market

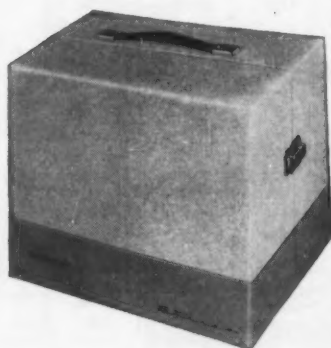


Arvin

introduces a
stereo phono at a new low budget
level for new high profits

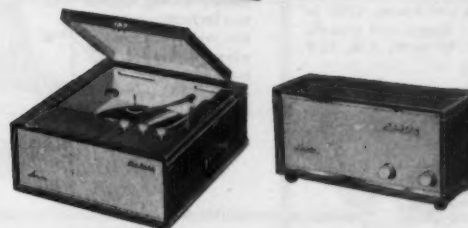
With this bright new budget-priced stereo phonograph, Arvin opens up a whole new market for you. A market practically untouched until now. A market young in years but thoroughly knowledgeable when it comes to stereo phonograph performance.

Imagine the extra sales you can rack up with this high-quality, low-priced unit during the peak sales season just ahead! Model 2094 plays all 4 speeds, all record sizes. The light weight carrying case—compact as an overnight bag—opens up into a smart record playing unit with detachable speaker. Fifteen feet of interconnecting cable included. Two 4-inch speakers—one in each section—and separate volume controls for each channel. Dual sapphire styli. 45 RPM pop-up spindle in the turntable. Beautiful white and gray finish with brass trim and black and gray grille. **\$42.95***



Model 2094 closed
as easy to carry as an overnight bag.

And remember, Arvin has a complete and varied selection of both phonographs and radios with "take-me-home" styling bound to earn a proud place in your sales tally this fall.

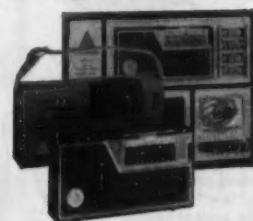


Match this complete stereo system to catch sales from discriminating customers! Phono features 3 matched speakers, 4 tubes, separate bass-treble-volume controls, electronic crossover network, 45 RPM spindle, VM stereo changer for all 4 speeds, 30 to 20,000 c/p frequency response. Amplifier features 4 tubes, two speakers, volume/tone controls, crossover network, input jack. Both units are charcoal gray in color.
Phono: Model 7097. **\$119.95*** Amp.-Spkr.: Model 1597. **\$39.95***

...and don't forget Radios!



"International" 3-Band, 7-Transistor Portable. Receives foreign, local, amateur, ship, aero, marine, time and weather broadcasts. Features long range "whip" antenna, battery-saver switch, 5" speaker, push-pull output. Delivers 750 hours playing on 8 "D" flashlight cells. Handsome black pigskin leatherette case. Model 9598 **\$100***



Bright and breezy gift idea. Six transistor pocket-size portable gives 100 hours playing from four penlight batteries or 250 hours with mercury batteries. The neat gift pack also contains an earphone attachment, smart leather carrying case and 4 batteries. Colors: Black, gray, white. Model 9594A **\$41.95***
*Slightly higher far west and south

Arvin



Arvin also manufactures Table and Clock Radios, Portable Electric Heaters, Electric Home Heating Units, Met-L-Top Ironing Tables, Steel and Aluminum Furniture, Charky Barbecue Grills, Arvin! Wall Materials, and Automotive Mufflers and Accessories.

Consumer Products Division

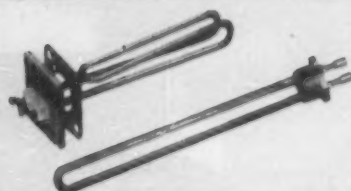
ARVIN INDUSTRIES, INC.
COLUMBUS, INDIANA

Stock the complete CHROMALOX LINE



Microtube® Range Surface Units—4 adaptor ring sizes and 2 Microtube sizes service any standard range. Service more ranges with smaller inventory.

Chromalox Red Bake Unit—2 sizes with all-purpose mounting plates fit all regular and wide ovens with terminal openings centered in back wall. Simple installation. Also 4 plug-in bake and broil units with standard terminal spacing.



Immersion Water Heater Elements—Flanged elements fit 4-bolt, 6-bolt, and 2-bolt tank ranges, 600 to 6000 watts. Screw plug elements for 1- and 1½-inch pipe thread sizes, 750 to 3000 watts.

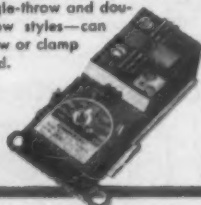
Chromalox Table Ranges—Compact, with big range features. Fast, top performing Microtube II units. Single unit models, 1200 to 2100 watts; Double unit models, 2400 to 4200 watts. 120, 208 or 236 volts.



Thermwire—Selection of cable, tape or band, all completely sealed against moisture for indoor-outdoor use. Most types complete with cold lead and plug. 30 to 800 watts.

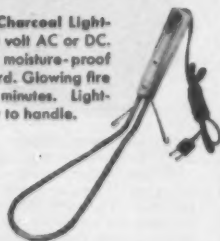


Thermostats—Just two replacement thermostats to service all makes of electric water heaters... single-throw and double-throw styles—can be screw or clamp mounted.

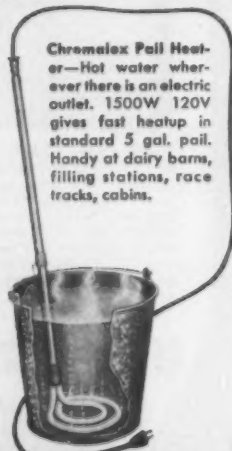


Wrap-Around Water Heater Elements—Fit tanks 10¼" through 22¼" diameter with just 10 elements, 750 to 3000 watts in 236 volts, and 3 elements, 750 to 1250 watts in 118 volts... using the Chromalox patented extension strap system.

Chromalox Charcoal Lighter—110-120 volt AC or DC. 6 feet of moisture-proof neoprene cord. Glowing fire in a few minutes. Lightweight, easy to handle.



Chromalox Portable Heaters—Electric range type element. Quiet. No TV interference. Self-aligning bearings. Various styles, wattages... some with built-in thermostats.



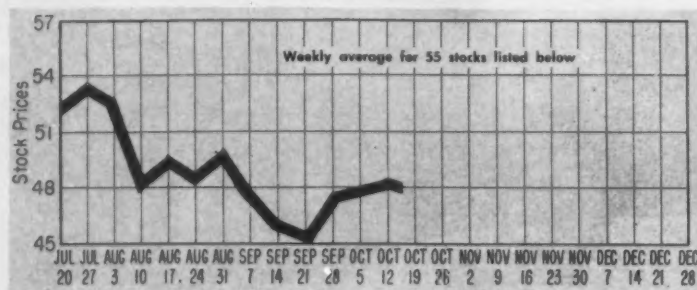
Chromalox Pail Heater—Hot water wherever there is an electric outlet. 1500W 120V gives fast heatup in standard 5 gal. pail. Handy at dairy barns, filling stations, race tracks, cabins.

CHROMALOX
Electric Heat
INDUSTRIAL • COMMERCIAL • RESIDENTIAL
EDWIN L. WIEGAND COMPANY
7828 THOMAS BLVD., PITTSBURGH 8, PA.

taking stock:

A quick look at the way in which the stocks of 55 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week



STOCKS AND DIVIDENDS IN DOLLARS	1959		CLOSE SEPT. 16	CLOSE OCT. 15	NET CHANGE
	HIGH	LOW			
NEW YORK EXCHANGE					
Admiral	29½	17	18	20¾	+ 2¾
American Motors 2.40	65½	25½	52	63½	+11½
Arvin Ind. ¾D	36½	23½	25¼	23¾	- 1½
Black & Decker 1.20	37½	35¾	35¾	37	+ 1¼
Borg Warner 2	47¾	37¾	42¼	42¾	+ ¾
Bulova .60	20½	13¾	15	14¾	- ¾
Carrier 1.20G	48½	35	35¼	36¾	+ 1¾
Chrysler ¾G	72¾	50¾	65¾	62¾	- 2¾
Daystrom 1.20	49¾	34	37	37¾	+ ½
Decca Records 1	21¼	17	17¾	17¾	+ ¼
Emerson Elec. 1.80B	69¾	48¾	55¾	55¾	—
Emerson Radio ¾T	26¾	12¾	13¾	16½	+ 2¾
Fedders 1	22¾	16½	18	17¾	- ¼
General Dy. 2	66½	44	46¾	46½	- ¾
General Elec. 2	84¾	74	77	77¾	+ ½
General Motors 2	58¾	45	54½	54¼	- ¼
General Tele. 2.20	79	60	69¾	70	+ ¾
Hoffman Electric .60	37	22¾	24¾	28	+ 3¼
Hupp ¼F	8¾	5¼	6½	7	+ ½
Magnavox 1½B	70¾	48¼	56½	62¾	+ 6¼
Maytag 1.60	42	32¼	36	33¾	- 2¼
McGraw-Edison 1.40	48¾	37¼	43½	40¾	- 2¾
Mpl. Honeywell 1.60A	150	111½	126	116¾	- 9¾
Minn. Mining & Mfg. 1.60	151½	111½	133¾	144¼	+11
Montgomery-Ward 2	53¼	40¾	51¾	50	- 1¾
Monarch 1.20	24	18¾	21	21¼	+ ¼
Motor Wheel .60	21¾	16	17¾	17¾	- ¼
Motorola 1½	130	57½	102¾	106¼	+ 3½
Murray	31¾	25¾	26½	26¾	- ¼
Philco	36¾	21	23¾	26¾	+ 2¼
R.C.A. 1A	71	43¾	58	59½	+ 1½
Raytheon 3F	73¾	43½	47	51	+ 4
Rheem .15G	25¾	17¾	20	20¾	+ ¾
Ranson .60	14¾	10¾	10¾	10¾	- ½
Roper	34	19¼	21	20½	- ½
Schick	16	12	14¾	15¼	+ ¾
Smith (A.O.) 1.60A	64	44¼	53	51¾	- 1½
Sunbeam 1.40A	66½	50	58	59½	+ 1½
Welbilt .07E	8¾	3¾	6¾	6¾	- ¼
Westinghouse 2	98¾	70½	89¾	93½	+ 4¾
Whirlpool 1	39¾	28	31¾	29¾	- 1¾
White Sewing	14	7	9½	9½	—
Zenith	136¾	87¼	98	102½	+ 4½
AMERICAN EXCHANGE					
Casco Pd. .30G	9¾	4¾	8¼	8¾	+ ¾
Century Elec. ½	11¼	9¼	9¾	10¾	+ ½
Dumont Lab.	9¾	6	6¾	8	+ 1¾
Herold Rad.	12¾	5¾	7¾	7¾	—
Ironrite .15G	8½	5½	5¾	8½	+ 2¾
Lamb Ind.	5	3¼	3½	3¾	+ ¼
Muntz TV	2¾	1¾	2¾	2¾	—
Silex	6½	2¾	6	6	—
Singer 2.20	59½	45¾	50¾	49¾	- ¾
U. S. Air Condit. .05E	7¾	4¼	5¼	5	- ¼
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	4¼	4¼	—
Traveler Radio	—	—	8¼	8¾	+ ½
Webcor	—	—	11½	12	+ ½

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959 plus stock dividend. E—Paid last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.





51CA VISCOUNT

1 ½ and 2 hp in 208 and 230 volts. 24 inches deep.

51CB VISCOUNT HEAT PUMP

2 hp in 208 and 230 volts. 24 inches deep.

51BA SCEPTRE

1 hp in 115 volts, 7 ½ and 12 amps, and 1 hp in 208 and 230 volts. 14 inches deep.

51CA EMPEROR

1 hp in 208 and 230 volts. 24 inches deep.



Features All America Wants

The look of tomorrow. Styled by Raymond Loewy for the smartest rooms in America. Grille extends only two inches inside the window, never extends beyond the sill. Decorator color scheme of Citation Beige and Slate Gray perfectly complement any interior.



61AH CORONET

1 hp in 115 volts, 7½ amps,
and 1 hp in 208 and 230
volts. 19 inches deep.

61DA IMPERIAL

2½ hp in 208 and 230 volts.
31 inches deep.

61AJ REGAL HEAT PUMP

1 hp in 115 volts, 12 amps,
and 1 hp in 208 and 230
volts. 19 inches deep.

Pounds lighter. Exclusive new design and revolutionary Micromite Compressor eliminate up to 80 pounds of weight per unit. New compressor alone packs the power and capacity of an old-style model into a fraction of the space and weight.

Quieter than ever. Thanks to inch-thick glass fibre insulation and newly-designed high-capacity, low-speed fans that circulate air gently and quietly.

New Fram Permachem-treated filter. Filters dust, dirt and pollen from the air to keep your room cleaner and fresher.

Slimmer outside silhouette. It's only 14 inches deep from the front to the back, so there's little or no overhang outside the window. A new outside grille and the elimination of brackets and supports gives a neater outside appearance.

Air direction as you like it. Adjustable grille provides across-the-room air stream, draftless overhead distribution or any air flow in between. Side deflection is controlled by hidden louvers.

Two speeds to command. Set the fan at "hi" and you can almost see the temperature drop. Switch it to "lo" when the



51AP2 PORTABLE

½ hp in 115 volts, 7 ½ amps.
11 inches deep. 60 pounds.

51AB4 PORTABLE

1 hp in 115 volts, 10 amps.
11 inches deep. 74 pounds.

room is cool, and Carrier Balanced Cooling maintains the comfort level that suits you best.

Set the thermostat once. Indoor climate is automatically maintained throughout the hot weather. This extra-sensitive thermostat responds quickly to room temperature changes, prevents temperature variations that make a room uncomfortable.

Warmth on cool days. Heat Pump Room Weathermakers pump heat into the house on cool spring and fall days, out of the house in hot summer weather. Air provides the heat and

electricity provides the power. No fuel or water is required.

New pennywise economy. More cooling per dollar because they're engineered to provide high Btu output with less current consumption—up to one-third less than many competitive models of comparable size.

Engineered by Carrier. Built by the people who know air conditioning best, whose air conditioning landmarks girdle the globe. Carrier's reputation makes the Royal Family of Air Conditioning the line against which all others are measured.

Carrier Room **Weathermakers**

make every Dealer a winner!

1

The greatest line in air conditioning

Power models for the largest rooms . . . prestige models for the finest homes . . . promotion models for price-conscious buyers — you'll find them all in the sensational new 1960 Carrier line! Twenty models — from the ½ hp "carry home" Portable to the super-powered 2½ hp Imperial — give you the right size at the right price to fill the need of every prospect. All models built in the Carrier tradition of leadership. And all with more features to talk about than any room air conditioner in history!

2

Blue chip incentives for early orders

Your choice of thousands of merchandise prizes and hundreds of expense-free vacations (even including a trip around the world) by placing your order early. The more you order, the more you win. And the sooner you order, the bigger you win — earliest orders pay off nearly double! How can you participate? Simply anticipate the number of units you will move next season and accept delivery before April 1st, 1960. You put no cash on the line — no down payment, interest or carrying charges for up to 10 full months.

3

And every sales tool in the deck

Everything you need to hitch your wagon to the Carrier star is included in the hard-hitting promotional package that is ready to go to work for you — full-color product folders, giant banners, 24-sheet billboards, eye-catching store displays, pennants, posters and mobiles, local newspaper, radio and TV advertising designed to localize the powerful impact of Carrier national advertising to your place of business. All this — plus sales training programs to make your salesmen the best in the business!

**GET THE BIG DEAL FROM THE CARRIER DISTRIBUTOR NEAREST YOU . . .
HIS NAME AND ADDRESS IS LISTED ON THE BACK**

Get the BIG DEAL from the



Distributor nearest you!

ALABAMA

Equipment Sales Corporation
2715 Dauphin Street
Mobile, Alabama

Shook & Fletcher Supply Company
P.O. Box 2631
Birmingham, Alabama

ARIZONA

Black & Ryan Air Conditioning Company
630 West Washington
Phoenix, Arizona

ARKANSAS

A. W. Johnson Company
1800 East 26th Street
Little Rock, Arkansas

CALIFORNIA

Air Comfort Supply Company
939 Colton Avenue
San Bernardino, California
W. L. Benson Company
190 North Plaza
Brawley, California
Gundlach Plumbing & Sheet Metal
Company

2324 Chester Avenue
Bakersfield, California
Luppen & Hawley, Inc.
512 20th Street
Sacramento 14, California
The Prentiss Corporation
631 South Anderson Street
Los Angeles 23, California
Edward B. Ward & Company
110 Freelon Street
San Francisco 7, California

COLORADO

Air Engineering, Inc.
2635 West Eighth Avenue
Denver 4, Colorado

CONNECTICUT

The Connecticut Air Conditioning
Company
543 Orange Avenue
West Haven, Connecticut

DELAWARE

Keil's, Inc.
11th & Tatnall Streets
Wilmington 9, Delaware

DISTRICT OF COLUMBIA

United Clay Products Company
3055 "V" Street, N.E.
Washington, D. C.

FLORIDA

Florida Air Conditioners, Inc.
3360 Phillips Highway
Jacksonville 3, Florida
Weathermatic Corporation
3221 East Eleventh Avenue
Hialeah, Florida

GEORGIA

Mingledorff's, Inc.
215 Chester Avenue, S.E.
Atlanta 16, Georgia

HAWAII

Air Conditioning Company of Hawaii
420 Keawe Street
Honolulu, Hawaii

ILLINOIS

Temperature Equipment Corporation
4356 West Chicago Avenue
Chicago 51, Illinois

Wilson Electric Company
113 South Madison Street
Rockford, Illinois

INDIANA

Associates Sales & Service
2611 South Main Street
South Bend 14, Indiana
Indiana Weathermakers
1011 Fayette Street
Indianapolis 2, Indiana
George Koch Sons, Inc.
10 South Eleventh Street
Evansville 4, Indiana

IOWA

The Brooke Company
916 West River Street
Davenport, Iowa

KANSAS

Jobbers, Inc.
1223 South Santa Fe
Wichita 11, Kansas
Salina Supply Company
302 North Santa Fe
Salina, Kansas

KENTUCKY

Air Conditioning Corporation
2038 South Fourth Street
Louisville 8, Kentucky

LOUISIANA

Air Conditioning Distributors, Inc.
1024 Joseph Street
Shreveport, Louisiana
Industries Sales Corporation
4129 Euphrasine Street
New Orleans 25, Louisiana

MARYLAND

Aircon Engineering & Supply Company
2 Williams Street
Cumberland, Maryland
United Clay and Supply Corporation
3000 Druid Park Drive
Baltimore 15, Maryland

MASSACHUSETTS

Dee Distributing Company
65 Main Street
Springfield 5, Massachusetts
Daw-Pierce, Inc.
43 Harvard Square
Charlestown 29, Massachusetts

MICHIGAN

The George L. Johnston Company
1420-32 Holden Avenue
Detroit 8, Michigan

MINNESOTA

Comfortrol Supply Company
525 Sixth Avenue, Northwest
Rochester, Minnesota
Tem-Trol Corporation
716 South 7th Street
Minneapolis 15, Minnesota

MISSOURI

Marco Sales, Inc.
119 Church Street
Ferguson 21, Missouri
Wholesale Equipment Corp.
1338 McGee Street
Kansas City 6, Missouri

NEBRASKA

Air Conditioning Equipment Company
417 South 10th Street
Omaha 2, Nebraska

NEVADA

Nevada Air Conditioning, Inc.
710 South Main Street
Las Vegas, Nevada

NEW JERSEY

Montgomery Engineering Company
322 Hoboken Avenue
Jersey City 6, New Jersey

NEW MEXICO

Air Conditioning Equipment Company
1613 Second Street, N.W.
Albuquerque, New Mexico

NEW YORK

Air Conditioning Distributors, Inc.
Butternut Drive
Dewitt, New York
Air Conditioning Wholesalers, Inc.
900 Jefferson Road
Rochester 23, New York
Carleton-Stuart Corporation
237 West 54th Street
New York 19, New York
R. J. Murray Company, Inc.
4021 State Street
Schenectady 4, New York

NORTH CAROLINA

Carolina Conditioners, Inc.
1649 West Morehead Street
Charlotte 8, North Carolina
Thermo-Industries, Inc.
500 Hoke Street
Raleigh, North Carolina

OHIO

The Hausman Steel Company
300 Sandusky Street
Toledo, Ohio
Refrigeration Equipment Company
832 South Ludlow Street
Dayton, Ohio
Refrigeration Sales Corp.
701 St. Clair Ave. N.E.
Cleveland 14, Ohio

OKLAHOMA

Swan-Sigler, Inc.
4601 North Santa Fe Avenue
Oklahoma City, Oklahoma

OREGON

Aireftco, Inc.
2112 South East Eighth Street
Portland 14, Oregon

PENNSYLVANIA

Herre Brothers, Inc.
6th & Montrose Streets
Harrisburg, Pennsylvania
Peirce-Phelps, Inc.
2000 North 59th Street
Philadelphia 31, Pennsylvania
Power Engineering Corporation
500 Brooks Building
Wilkes-Barre, Pennsylvania
Scobell Company, Inc.
2027 State Street
Erie, Pennsylvania
Standard Air & Lite Corporation
14th & Smallman Streets
Pittsburgh 22, Pennsylvania

RHODE ISLAND

Planair Distributors, Inc.
343 Broad Street
Providence 7, Rhode Island

SOUTH CAROLINA

Climatic Equipment Company
2-4 Cumberland Street
Charleston, South Carolina

SOUTH DAKOTA

Dealers Air Conditioning Supply, Inc.
626 Rapid Street
Rapid City, South Dakota

TENNESSEE

Andrews Distributing Company, Inc.
608 18th Avenue, N.
Nashville, Tennessee
A. T. Distributors
295 Poplar Avenue
Memphis 1, Tennessee
Holston Air Conditioning Corp.
648 Western Avenue
Knoxville, Tennessee

TEXAS

Bell-Kolzebe Distributing Corporation
1505 East Houston Street
San Antonio 6, Texas
Carrier-Bock Company
2133 Cedar Springs Avenue
Dallas, Texas
Carrier-Houston Corporation
7007 Katy Road
Houston 24, Texas
Nunn Electric Company
1801 Fourth Street
Lubbock, Texas
Paul Scheurer Engineering Company
1318 Eighth Street
Wichita Falls, Texas

UTAH

General Appliance Corporation
341 Rio Grande Street
Salt Lake City, Utah

VIRGINIA

Automatic Equipment Sales of
Norfolk, Inc.
850 Cooke Avenue
Norfolk, Virginia
Automatic Equipment Sales of
Virginia, Inc.
1737 Summit Avenue
Richmond 21, Virginia

WASHINGTON

Climate Control Company
S. 104 Division Street
Spokane 3, Washington

WEST VIRGINIA

H. E. Neumann Company
92 Sixteenth Street
Wheeling, West Virginia

WISCONSIN

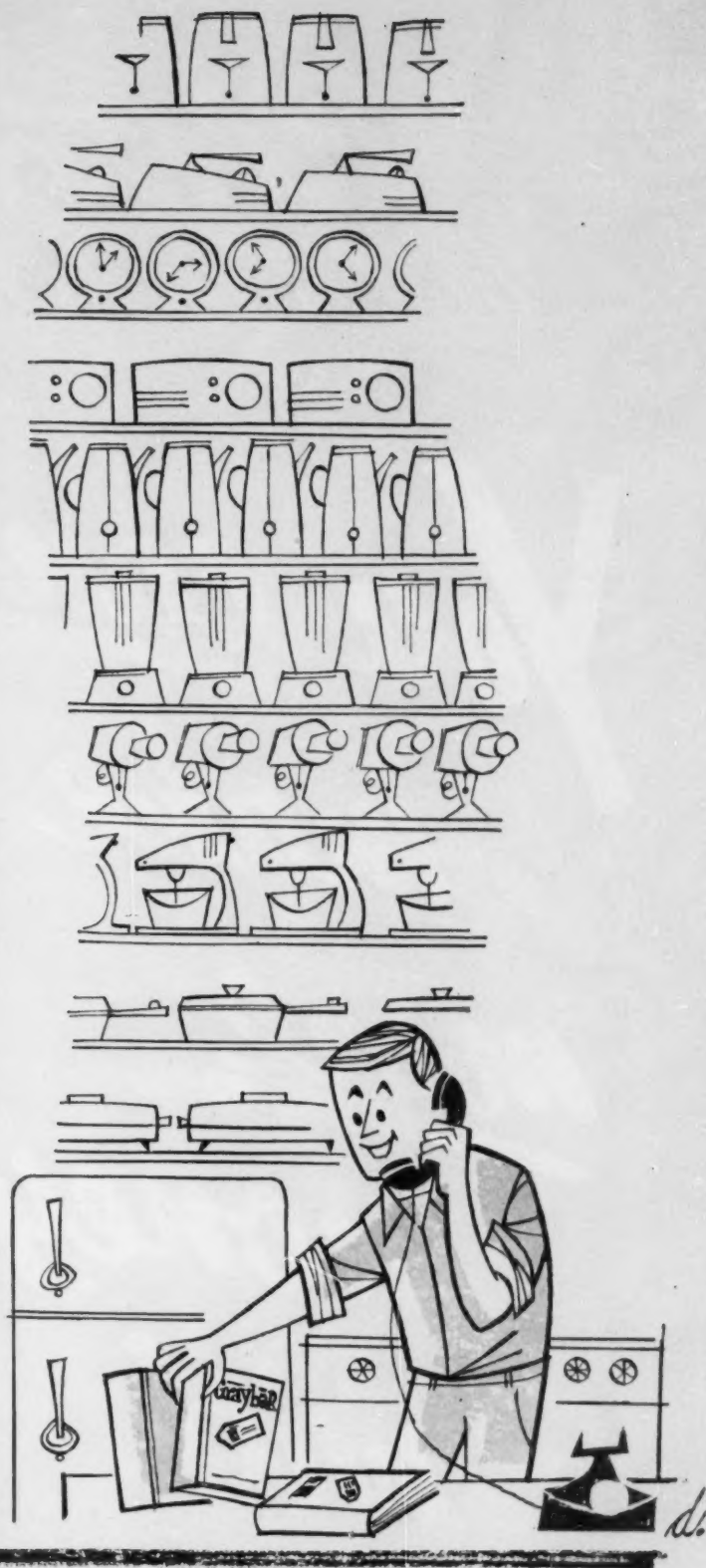
J. D. Wilson Company, Inc.
4831 West State Street
Milwaukee 8, Wisconsin

CANADA

Carrier Engineering, Ltd.
70 Queen Elizabeth Boulevard
Toronto, Ontario, Canada
Howe Equipment of Canada, Ltd.
1500 Sherbrooke Street, West
Montreal, Quebec, Canada

CARRIER CORPORATION, SYRACUSE, NEW YORK

**FOR A
MILLION DOLLAR
WAREHOUSE
OF MOST WANTED
APPLIANCES**



GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • OFFICES IN OVER 130 PRINCIPAL CITIES

*Unhappy with your
Vacuum Cleaner Profits?*

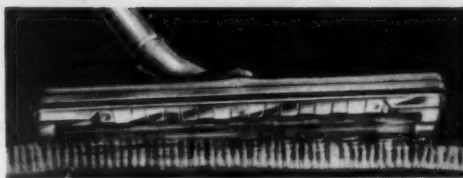
*You can
make
more
money
with
Eureka!*



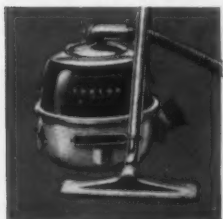


**THE VACUUM CLEANER
BUSINESS IS CHANGING
RIGHT UNDER
YOUR VERY NOSE**

EUREKA DID IT with the Vibra-Beat cleaner that has what no canister cleaner ever had before . . . a nozzle that **BEATS . . . BEATS . . . BEATS!** Giving consumers the beating action of an upright . . . plus the convenience of a canister.



EUREKA DID IT with a **FULL** line of canister cleaners that provide logical, easy-to-make step-ups to the kind of profits you'll appreciate after the years of slim pickings you've had with other cleaners.



MODEL #805-B AT \$39.88
A tremendous "price leader" for big promotion . . . over 1/2 million sold at \$69.95.



MODEL #860A AT \$49.95
Ball-bearing wheels and 8-pc. set of clip-on tools. Makes an easy "step" from \$39.88.



MODEL #960 AT \$69.95
Beautiful! Full 1 H.P. Deluxe tools. Big profit for trade-ins and your big promotions.



MODEL #1010 AT \$89.95
Beating action of an upright plus convenience of a canister. Big profit in every sale.

EUREKA DID IT with the world's finest upright. A terrific profit cleaner when promoted with \$20.00 trade-in allowance—net \$69.95. Deluxe tools at \$19.95.

MODEL #260—\$89.95



AND EUREKA SELLS!

National advertising is one big reason. Dramatic 4-color ads in the Sunday magazine of more than 300 newspapers will sell the "beating-convenience" story of Eureka Vibra-Beat cleaning throughout the fall selling season.

**EUREKA PROMOTION NEWSPAPER ADS ARE SURE FIRE!
YOU DO BIG BUSINESS QUICK WITH EUREKA!**

High Fashion



Model 5T13—the Twintone—Twin matched front speakers and powerful automated chassis. Record player input jack. Heat- and impact-resistant styrene cabinet in three strikingly new color combinations.



High Profits

For 1960, Sylvania offers new clean-swept styling for a clean sweep in radio sales.

It's improved—the slimline concept that made Sylvania Smart Set Radios this year's fastest moving profit line.

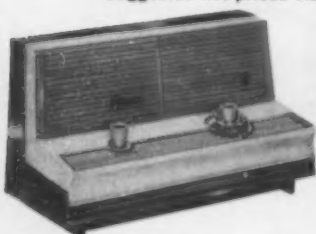
New color-matched, two-tone styling with clean, sharp lines—new integrated control knobs that have the look

and feel of quality . . . new chassis performance for the industry's biggest performance value.

It's the complete line that offers a model for every buyer. Get an early start on the gift season, order today from your Sylvania Distributor. Here are just a few of the many models you can choose from in the newly designed Sylvania Radio line for 1960.

SYLVANIA Radios

Suggested list prices start at \$17.95



Model 5T12—The Park Avenue. Distinctive Slimline styling. 4" x 6" front-mounted speaker with input jack. Choice of three color combinations in new modern tones.



Model 8F16—The Interlude. Luxurious AM-FM radio in fine furniture cabinetry. Powerful 10-tube, 2-rectifier chassis for sensitive AM and static-free FM reception. Two input jacks for (1) separate stereo amplifier speaker and (2) stereo Multiplex FM broadcasts.



Model 5C13—The Sky Lighter. Deluxe clock radio with push-button control. Full features include on-off, sleep switch and delayed alarm. Slimline styling in attractive new colors is accented by sweeping panoramic dial. A real eye catcher!



Model 7P12—The Lancer. Powerful seven-transistor chassis and heavy-duty 3 1/2" speaker jack. Top performance in a high-impact, hand-size styrene case. Simple thumbwheel tuning with the feel of quality. Sensitive ferrite antenna.

SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

economic currents

Rising Credit: Could It Hurt Durables Sales?

Consumer credit is in the news. The latest monthly figures show a jump of \$654 million, continuing a sharp rise that began in the spring. Many observers feel that in 1960 consumer borrowing may well displace the government deficit as the greatest strain on the financial system. But others say the situation will remain in balance.

The basic reason for the present upsurge in consumer credit is the improvement in consumer incomes and in the economic climate generally since last year. What's more, the increase in new borrowing can be traced specifically to a rise in sales of autos, appliances and other things consumers buy on credit.

It looks as if this surge in credit buying, combined with cash purchases, will give the appliance industry its best year on record. Appliance sales may reach \$8.5 billion this year—up 15 percent from last year. And the auto industry's outlook is good, too—1960 will probably turn out to be its third best year in history. Expectations put new car sales at 6.5 million.

The question of which comes first—a rise in sales of durable goods leading to an increase in credit, or an increase in credit leading to increased sales of durables—is a chicken-and-egg argument. The fact is that both go up together, and eventually go down together. Close to 65 percent of all new cars sold last year were bought on credit, as were half of all used cars. About 55 percent of all major appliance and furniture purchases were financed by consumer credit.

Is the current level of consumer credit too high? Is the economy building up to an unsustainable credit binge? One of the best ways to measure how great a burden the debt is to consumers is to compare the amount they have to repay with their incomes—after taxes. In 1955—the last time consumers went on a credit buying spree—repayments were 12.3 percent of income after taxes. This year repayments will account for 13.1 percent of income after taxes.

The fact that installment debt payments are taking a near-record proportion of consumer income is not alarming in itself. Because of today's higher incomes, more people can safely use credit—and in larger amounts—than in the early postwar period.

The burden to consumers is only slightly more than it was in the last credit splurge and only slightly above the average between 1952 and 1959. But if repayments rose in 1960 to, say, 14 percent of incomes after taxes, it would probably put an automatic check on further increases in durable goods sales unless terms are stretched out.

Credit sales of autos and other durables could continue to rise at least through the first and possibly the second quarter of 1960 without putting an exceptionally heavy strain on consumer budgets. Then consumers may find they have as many goods as they want—and as many repayments as they can handle.

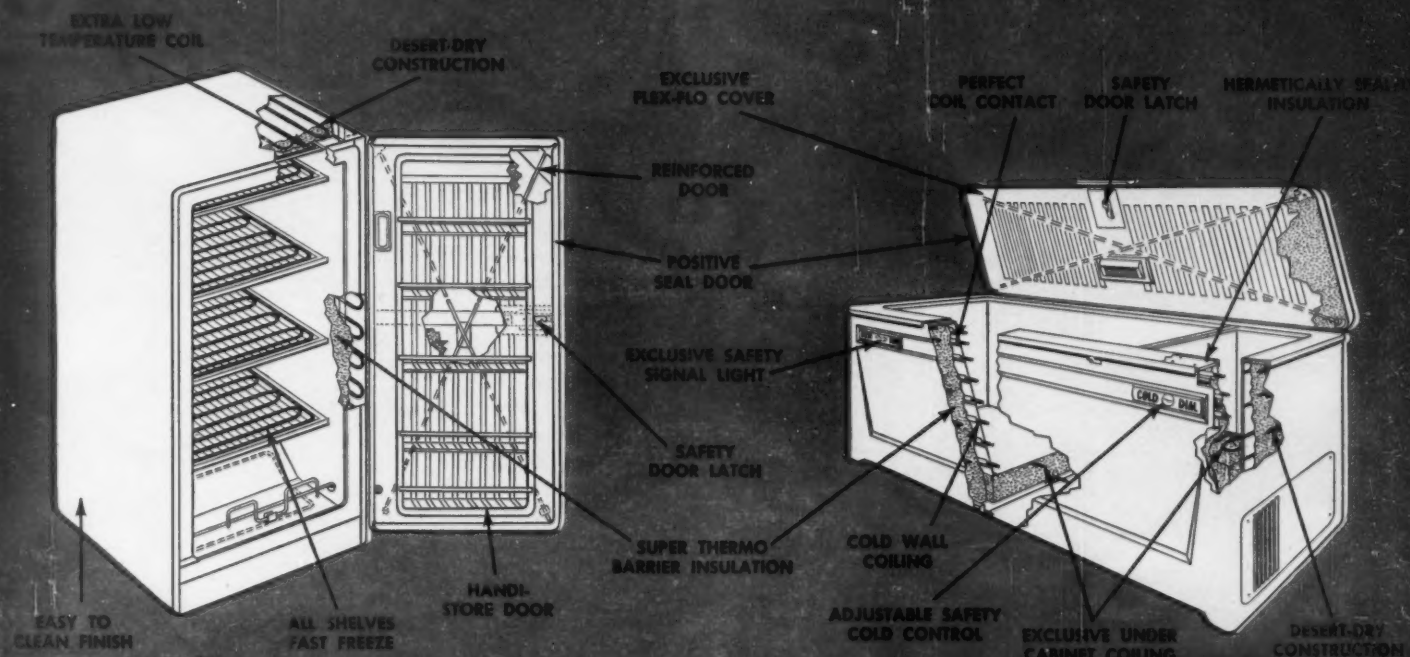
But this doesn't mean there'll be a mid-1960 decline in the volume of appliance sales. Although credit purchases are expected to taper off from the peak sometime during the first and second quarter of next year, the dollar volume of credit buying should remain close to record levels. **End**

YOU'VE GOT MORE TO SELL...

WHEN YOU SELL BEN-HUR

America's Finest Freezer

MORE BUILT-IN QUALITY For Better Performance



MORE CUSTOMER SELECTION from a complete line to satisfy every family



CHESTS

Model C-109
Model C-149
Model C-189
Model C-229



UPRIGHTS

Model U-159
Model U-209

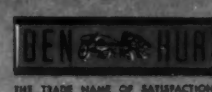


"Duet"
FREEZER-
REFRIGERATOR
Model BRF-209



THE ALL NEW
6 CU. FT.
Model U-69

MORE customer performance protection—every Ben-Hur Freezer carries these performance seals plus a three year food protection warranty.



MORE Merchandising Muscle

A startling new proved and tested merchandising program featuring "Live Food Display" sold 200 freezers in a five week period for one appliance dealer.*

*Name on request

MORE Advertising Support

Big Two-Color Advertisements in LIFE
GOOD HOUSEKEEPING
HOLIDAY
HOUSE & GARDEN
LIVING FOR YOUNG
HOMEMAKERS

TEAR
OUT
AND
MAIL
TODAY

TELL ME HOW I CAN SELL MORE
BY SELLING BEN-HUR

BEN-HUR MFG. CO.

Dept. L9, 634 E. Keefe Ave.
Milwaukee 12, Wisconsin, U.S.A.

Name _____

Title _____

Address _____

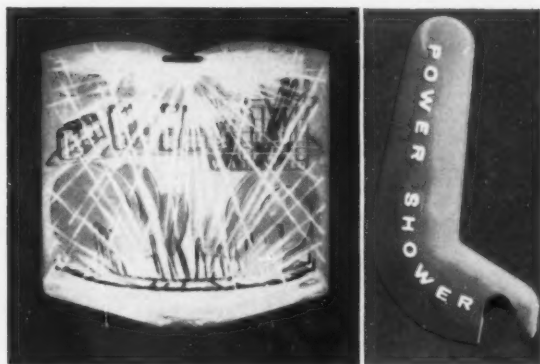
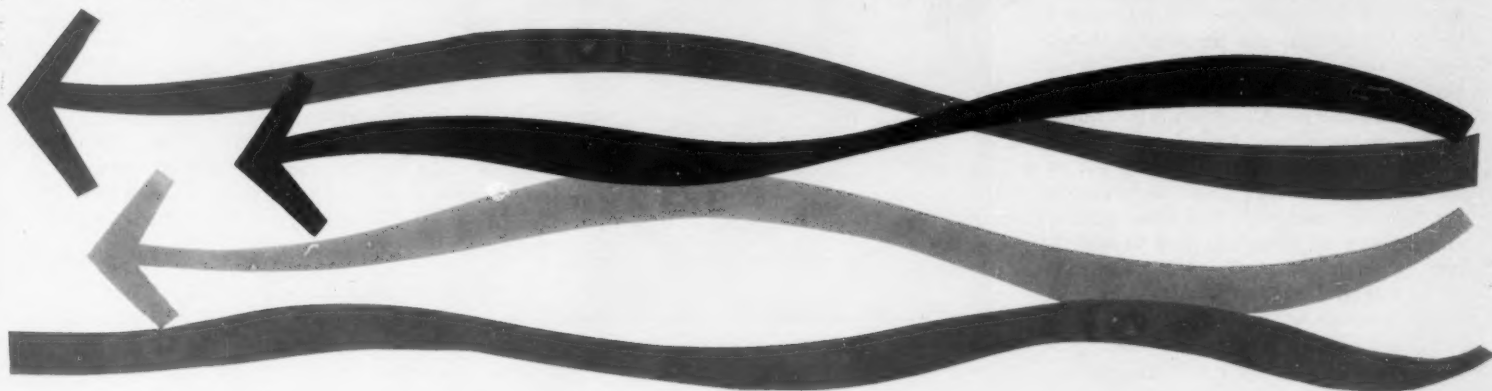
City _____ Zone _____ State _____

OLDEST AND LARGEST EXCLUSIVE MANUFACTURER OF FOOD FREEZERS

HOW IS YOUR FREEZER BUSINESS? BEN-HUR SALES MORE THAN DOUBLED LAST YEAR!



This is the brand new General Electric Mobile Maid®...the first dishwasher that lets you demonstrate how it washes!



With exclusive new Power Shower under the lid, General Electric has built the world's most efficient dishwasher... positively the greatest boon to dishwashing since paper plates. And now by using the plastic "demonstrator" top, you can actually show your customers what's going on (or what's coming off) inside!

For the first time a dishwasher that washes from the bottom up *and* from the top down. Only the new General Electric Mobile Maid with Power Shower washes two ways... so there'll be no two ways about the results.

While water circulates from the bottom up, Power Shower swirls hot water over every surface from the top down. This exclusive top and bottom washing action prevents food washed off one dish from sticking to another.

For the first time you can show how a dishwasher works... give convincing first-hand evidence of Mobile Maid's incomparable washing power. General Electric's new plastic "demonstrator" top fits right on the Mobile Maid, replacing the regular top.

It's a cinch to set the sale in motion. Because no matter what you might say about the new General Electric Mobile Maid, *seeing is believing!*

For the first time a portable dishwasher with three wash-

ing cycles. One gentle cycle safely washes fine china and crystal. A vigorous cycle scrubs heavily soiled utensils, pots and pans. Still another cycle scrubs a mixed load of daily dishes.

And the new General Electric Mobile Maid has Flush-away Drain—the remarkable feature that eliminates hand rinsing and scraping.

No fooling, here's the dishwasher that can make this a vintage year for dishwasher sales. You've got the product... a unique way of demonstrating it... a backlog of eager prospects... and an advertising campaign in the *Saturday Evening Post* and *LIFE* twice as big as any we've ever run. Full pages in four colors yet!

Better order your "demonstrator" top from your distributor fast... and better get a bunch of new Custom 3-Cycle Mobile Maids to go with it! General Electric Company, Louisville 1, Kentucky.

GENERAL  ELECTRIC

MORT FARR SAYS: People Are Our Business

I HAVE been in the appliance business for 39 years and I have just had the opportunity to think about what a great business it is, and how good it has been to me and a lot of other people connected with it. The occasion was a bout with blood poisoning from a scratch inflicted by my pet Boston Terrier. For a week I lay in my bed in the hospital with my rear end feeling like a pincushion from penicillin injections; my arm wrapped in hot towels and piled high with hot water bottles on the hottest days in August, in a room with no air conditioner. I got to thinking what a really great contribution our industry makes to the comfort and convenience of humanity and to Americans in particular. And, thinking of people like this, I realized once again that people are our business.

EMPLOYEES AND CUSTOMERS. Yes, the most vital ingredient in the success of our business is people. We must learn to get along and live with two kinds of people—our customers and our employees.

First, let us recognize that our customers are our bosses and we must be fair in dealing with them. You can't put profits before customers.

We must have the right merchandise and these days we must have the right price, but if we are to prosper and grow, our expansion depends more on the people who work for us than on any other facet of our business. Customers soon forget price, but they won't forget the service your employees render them. Even the discount houses have found that they could not justify their existence on price alone—it just won't work.

It's never safe to assume that we have the proper personnel. Some of us could well do some weeding out and replacing. Here is one place where there is no room for sentiment or emotion. Sometimes we must make changes for the good of the organization. In addition to ability we should be sure there are no malcontents on our staff. Attitude is just as important as aptitude.

UNDERSTAND YOUR OWN PEOPLE. Taking it for granted that we have selected proper personnel, our job is now one of training, motivating and compensating these people who work for us. Don't assume that because you pay well that you are going to have loyal employees, or the compensation is the most important thing to keep people happy in their jobs. Every survey on this subject indicates that money is way down on the list of reasons why people like their jobs. Recognition, opportunity, and how they get along with the boss and their fellow workers rank far ahead of compensation.

In this important field of dealing with



Mort Farr, Upper Darby, Pa., dealer and chairman of the board, NARDA.

employees we now get down to the subject of human relations. I count myself fortunate that I have met and learned from such a wonderful scholar and a teacher as Professor Wess of American University. He is recognized as a top merchandiser, having once served as vice president of Macy's; his understanding of the behavior of people and how to analyze and deal with them is understanding.

HUMAN RELATIONS. Perhaps human relations can best be defined as the capacity of an individual to communicate his feelings and ideas to another as well as his capacity to respond to the feelings of others and promote cooperation and participation in a common task. I may have known many of these things before, but Professor Wess has made me recognize the facts and use them in my daily work.

We can't really teach a man anything. We can only help him find it within himself. Every human being is different and has to be treated differently and independently. Meetings are fine, but you can't establish relations in a group. Each human being is not just one person; he may be a serviceman for you, but the Master of his Lodge. He may be a salesman in your store, but a fine musician. He may be a helper on your truck and at the same time a good husband and a father. We have to develop a sensitivity to recognize first that no two people are alike or react alike and that no situations are exactly alike, so don't try to solve problems as you did last time—they are mostly different. You can't make progress if you live by precedent. Human beings are not a machine, you can't manipulate them—you shouldn't. Find out what makes people what they are before trying to change them.

We bosses must learn to deal with the feelings of our employees. Sometimes the trouble is you. Ask yourself how you would like to work for you. Examine your own feelings, see what part they play. What makes you tick? Fear is the most dominant constant emotion, it's there all the time; not fear of what has happened, but what may happen. It's up to you to make your employees not fear you or their job. Some are afraid you don't like them; others may have been on the job for 20 years and are afraid it won't last. How you do something is often more important than what you do. Never use wrong methods to achieve noble ends—and don't become tricky!

HOW TO HANDLE PEOPLE. First, you are going to have a policy for your store and for your employees. Then you must interpret the policy and administer it fairly. Many of our larger dealers now spell out in detail in a printed form store policy and procedures so as to avoid misunderstanding due to incomplete instruction or information. It will be necessary also to have group meetings to get feedback from your personnel. Make the employees feel they are a part of the business and proud of it. Consult them on purchases and promotions. Let there be a genuine interchange of ideas and viewpoints from everyone. Be sure to give recognition for a job well done and let everyone in on it, but if you have to criticize an employee, do it privately. Try to avoid blow-ups by yourself, or by anyone in your organization. Remember that these blow-ups are not spontaneous. Like spontaneous combustion they do not just happen. Spontaneous combustion is the result of the drying out and heating of combustible material that suddenly bursts into flame. If you investigate it after the explosion you will find nothing. This same holds true in human relations. Don't look for the little thing that sparked it; it has been going on for some time—you just didn't see it. You can't solve an employee problem at the blow-up. Don't ask "what did I do now?" Try to do as the doctor does—go back and diagnose. Learn more about cause and effect. Find out what will happen if you make a decision to do something. Decisions start a chain and a cure can be worse than the disease, so always think over a situation and get to the facts before acting.

If I could put in a few words what I have learned in all my years in business and in those 5 years at American University's NARDA Institute, I would say that to be successful in the appliance business all we need is proper personnel, good merchandise, attention to controls, hard work and above all—the Golden Rule.

End

JUST A FEW LEFT!



YOUNGSTOWN KITCHENS Qualified Dealerships are going fast

Only Youngstown Kitchens Qualified Dealers get all these special services and sales aids: • Free 24-hour kitchen planning service. • Complete local advertising and promotion service. • National advertising tie-ins. • Display background plus window display kit. • Sales, service and installation training. • Direct mail campaigns. • Certificates and signs to identify you with the leader, Youngstown Kitchens. • News bulletins on kitchen business trends. • Membership in Youngstown Kitchens Dealer Advisory Panel.

How You Can Become a Youngstown Kitchens Qualified Dealer: If you meet the special standards set up for Qualified Dealers, you're a leader in your business community and ready for the biggest opportunity in the kitchen field. Ask your Youngstown Kitchens Distributor if there is a key dealership still open in your territory. If so, he'll give you full facts on how you can qualify and make new sales and profits with today's leading name in kitchens...Youngstown Kitchens.



AMERICAN-Standard
YOUNGSTOWN KITCHENS DIVISION

American-Standard, Youngstown Kitchens Div.
Dealer Dept. EM 119, Warren, Ohio
Please send me full details and information on how I can become a Youngstown Kitchens Qualified Dealer.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Outselling 21's coast to coast

20 SQUARE INCHES

MORE PICTURE!

21 inch

21" OVERALL DIAGONAL
262 SQUARE INCHES

23" OVERALL DIAGONAL
282 SQUARE INCHES

23 inch

The public has voted. Its choice is clear. It's the new Admiral 23" over all 21's . . . everywhere!

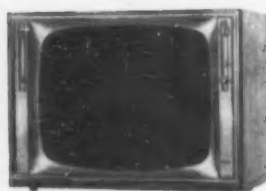
On the same dealer-floors with new 21" sets, Admiral's new 23's are outselling them in *every* store across the country, *without exception!*

Sales are easier and faster . . . because Admiral dealers have something to talk about besides price. No "walk-aways", because only Admiral offers a *complete* line of new 23's . . . table models, consoles, lowboys and combinations. Plus Son-R wireless remote control!

Dollar sales are higher, profits are bigger with the new sales sensation of the industry. Admiral's all-new wide-angle 23" line. Call your Admiral distributor now!

**NEW 23" LINE
STARTS AT \$229.95**

ADMIRAL—THE INDUSTRY'S ONLY COMPLETE NEW 23-INCH LINE!



THE ALLERTON: in charcoal, mahogany, blonde oak finishes.



THE HAMPSHIRE: in walnut, mahogany, blonde oak finishes.



THE ALLISON: in mahogany, blonde oak, sierra finishes.



THE SHOREHAM: in mahogany and cherry finishes.



MARK OF QUALITY THROUGHOUT THE WORLD!

NEW 1960 ADMIRAL WIDE ANGLE 23" TV

**NEW PICTURE SIZE!
NEW PICTURE SHAPE!
NEW PICTURE REALNESS!**

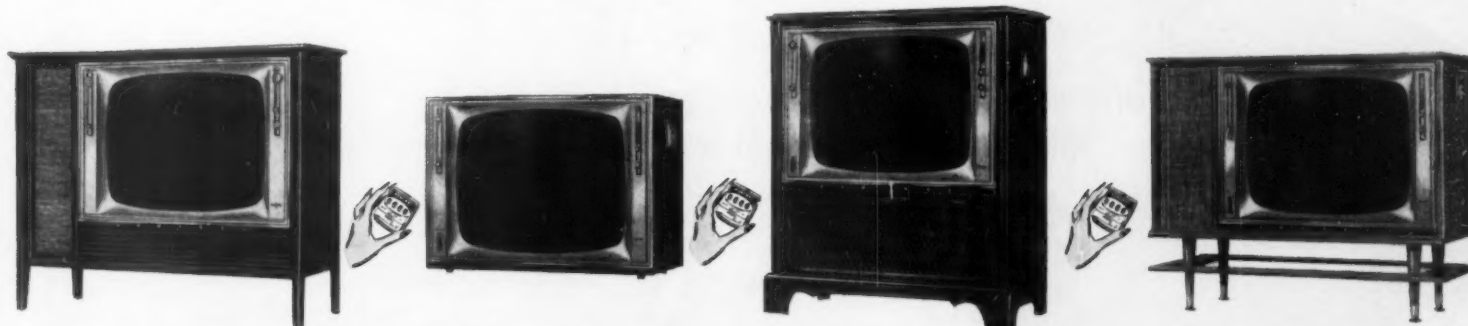
Here's the square-cornered, wide-angle 23" tube from Admiral that gives you the big answer to profitable step-up sales!

Admiral's new tube receives *all* the picture the station sends out. *Better* viewing, too, because the new tube is 8% brighter, with flatter surface that reduces distortion. And unlike ordinary tubes, it is not recessed back in the cabinet. It's right out front. Now for the first time, you can see the entire picture from anywhere in the room. *Laminated safety glass* faceplate is permanently sealed to tube so dust cannot gather behind it. Eliminates annoying reflections, too. Best of all, it's the *safest* picture tube ever designed!

Here's TV improvement that trades up customers on sight because they can see the difference!



THE ONLY LINE COMPLETELY RESTYLED FOR THE NEW 23" TUBE!



THE CHATHAM: in walnut, sierra and cherry finishes.

THE CLARIDGE: in mahogany or blonde grains. 4-button SON-R.

THE WINSLOW: in mahogany or cherry finish. 4-button SON-R.

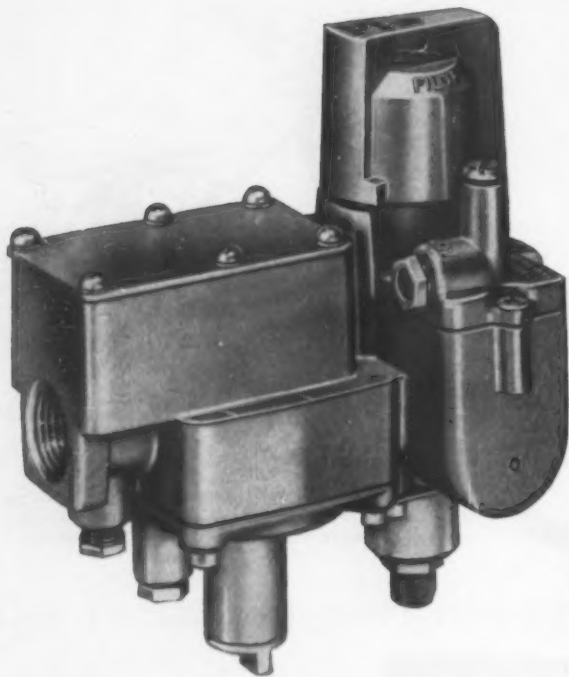
THE DEVONSHIRE: in mahogany, blonde oak, sierra. 4-button SON-R.

ADMIRAL

Admiral® Sold in 90 countries... Manufactured in the U.S.A., Argentina, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay. Admiral Corp., Chicago 47, Ill., and Port Credit, Canada

For room heaters—
the most trouble-free
controls in the industry

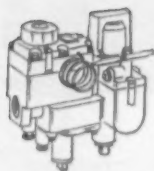
Honeywell's complete Adatrol* line ends your stocking problems



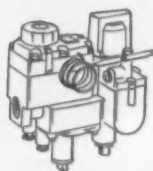
Now, you can sell budget-minded customers the basic C596 Adatrol first, and their choice of add-on thermostats later. And, you can offer specific thermostatic control best-suited to individual needs. Honeywell's add-on Pressure Regulator permits you to handle changes between street gases requiring a regulator and LP gases that do not. For complete information on all the Honeywell Controls mentioned here call your local Honeywell office, or write Minneapolis-Honeywell, Dept. EM-11-19, Minneapolis 8, Minn.

New C596 Adatrol—smaller . . . higher capacity . . . with "A" cock . . . "B" cock . . . complete pilot shut off . . . unregulated pilot gas . . . with or without pressure regulator.

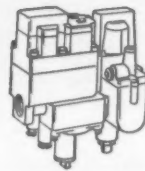
You offer 3 different add-on thermostats—stock one basic unit.
With just a screwdriver add any of these three thermostats . . .



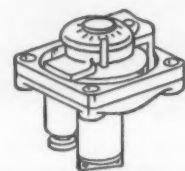
Snap Action Thermostat (V5165 Adatrol) is achieved by adding T5000 Thermostat.



Modusnap* Thermostat snap action and modulating control (V5166 Adatrol-Modusnap).



Wall Mounted Thermostat with twenty-four volt operator (V8168 Adatrol).



PLUS Pressure Regulator easily added-on to basic unit or any thermostat combination.

Honeywell

*Trademark



First in Control

IN HEATING APPLIANCES, YOU HAVE MORE
TO SELL WHEN YOU SELL HONEYWELL.

Sunbeam

THE BEST ELECTRIC APPLIANCES MADE



The Ideal Christmas Gifts...
PROMOTE THEM NOW FOR GREATER SALES!

DE LUXE
SUNBEAM MIXMASTER
MIXER

SUNBEAM
MIXMASTER
HAND MIXER

SUNBEAM COMPLETELY
AUTOMATIC PERCOLATOR

SUNBEAM RADIANT
CONTROL TOASTER

SUNBEAM
CONTROLLED EVEN HEAT
AUTOMATIC ELECTRIC FRYPAN

RS-3
SUNBEAM
REMOVABLE CONTROL
APPLIANCES

RG
SUNBEAM
AUTOMATIC
ELECTRIC
CAN OPENER

RL
SUNBEAM
DUAL DE LUXE
VACUUM CLEANER
WITH TURBINE
BRUSH

SUNBEAM
STEAM OR DRY
IRON

ELEGANCE
LADY SUNBEAM
ELECTRIC
SHAVER

LADY SUNBEAM
CONTROLLED
HEAT
DE LUXE
HAIR DRYER

SUNBEAM
ROLLMASTER
ELECTRIC
SHAVER

SUNBEAM
ELECTRIC
CLOCKS

SUNBEAM
CIRCULAR
SAW

SUNBEAM
DRILLMASTER DRILL

©SUNBEAM, MIXMASTER, LADY SUNBEAM, DRILLMASTER, RAIN KING

Sunbeam QUALITY PRODUCTS

ELECTRIC APPLIANCES • ELECTRIC SHAVERS • ELECTRIC CLOCKS
POWER MOWERS (GAS AND ELECTRIC) • ELECTRIC POWER TOOLS
RAIN KING SPRINKLERS AND HEDGE TRIMMERS
ELECTRIC FLOOR CARE PRODUCTS

From now until Christmas, your merchandising of Sunbeam Quality Products will be supported by Sunbeam's Powerful "Operation Promotion '59" program — the most extensive and concentrated campaign in Sunbeam history. Timely, market-tested and customer proved promotions are available to create store traffic and build sales.

Each week, Sunbeam Products are featured on the award winning, CBS network television show, "WHAT'S MY LINE?" In addition, you receive solid selling support from colorful Sunbeam advertising in mass-circulated National Magazines like THE SATURDAY EVENING POST, LOOK and GOOD HOUSEKEEPING. Plan to tie in by *demonstrating, displaying, and advertising* the full line of Sunbeam top quality volume sellers.

SUNBEAM CORPORATION, Dept. 278, Chicago 50, Illinois

From UNIVERSAL! Never before an offer like this!

Your customers
SAVE \$55

on this new 36-inch GOLD STAR AWARD gas range
...and in addition, they get a

ROTISSERIE FREE!

Worth \$25—factory built-in, motorized and fully-automatic

GOLD STAR
AWARD
MODEL
8073-X



**LIMITED
OFFER!**

FEATURES INCLUDE:

- ★ "Burner-with-a-Brain"
- ★ Timer-clock
- ★ Fully-automatic Ignition
- ★ "Air-conditioned" Oven
- ★ Smokeproof Broiling

COMPLETE PROMOTIONAL MATERIAL READY NOW!

Everything you need to make this the gas range sales success of the year—big-space newspaper ads in selected markets plus a promotion materials package that's second to none in the industry!



See your Cribben and Sexton man or call the factory now!

UNIVERSAL

CRIBBEN AND SEXTON COMPANY, a subsidiary of the Waste King Corporation • 700 N. Sacramento Blvd., Chicago 12, Illinois • Phone VAn Buren 6-4600

Stereo comes of age with Webcor's exclusive Panoramic Sound

All Webcor Consoles have BFD*

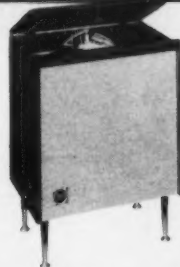


**3 channel Stereo you can really demonstrate
And all are completely self-contained**

Webcor's exclusive BFD—Bass Frequency Distribution—actually creates a new 3rd channel for today's truest room-wide stereo sound! Many 1960 Webcor Stereo Consoles are equipped for convenient drop-in AM, FM or AM-FM stereo radio. In a wide choice of hardwood finishes. Webcor Consoles from \$149.95 to \$399.95.



New Musicale Stereo Hi-Fi Fonograf—Model 1055. Has 3 powerful speakers—dual channel 8-watt amplifier—automatic 4-speed Stereo-Diskchanger. Large record storage compartment. Mahogany, Blonde or Walnut.



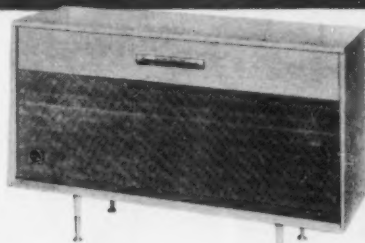
New Minuet Stereo Hi-Fi Fonograf—Model 1069. Has 3 wide-range speakers—dual channel 14-watt amplifier—automatic 4-speed Stereo-Diskchanger. Matching external speaker system with record storage also available. Mahogany, Blonde or Walnut.



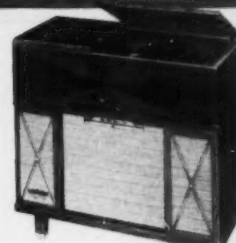
New Moderne Stereo Hi-Fi Fonograf—Model 1068. Has 5 wide-range speakers—dual-channel 30-watt amplifier—Stereo Audio Balance Control—equipped for drop-in AM, FM or AM-FM stereo radio. Mahogany, Blonde or Walnut



New Constellation Stereo Hi-Fi Fonograf—Model 1058. Has 5 wide-range speakers—dual-channel 30-watt amplifier—Stereo Audio Balance Control—equipped for drop-in radio. Plays as self-contained stereo fono, or remove two internal speaker systems and separate for even finer stereo. Mahogany, Blonde or Walnut.



New Ravinia Coronet Stereo Hi-Fi Fonograf—Model 1060. Has 5 powerful speakers—dual-channel 60-watt amplifier—Stereo Audio Balance Control—equipped for drop-in AM, FM or AM-FM stereo radio. Beautiful self-contained 52" stereo console. Mahogany, Blonde or Walnut.



New Ravinia Stereo Hi-Fi Fonograf—Model 1059. Has 5 powerful speakers—dual-channel 60-watt amplifier—Stereo Audio Balance Control—automatic Stereo-Diskchanger. Record storage. Mahogany, Blonde, Walnut or Ebony.



New Contemporary Stereo Hi-Fi Fonograf—Model 1071. Has 5 big speakers—dual-channel 60-watt amplifier—Stereo Audio Balance Control—equipped for drop-in AM, FM or AM-FM stereo radio. Mahogany, Blonde, Walnut or Ebony. Model 1096 is equipped with standard AM-FM radio.



New 18th Century Stereo Hi-Fi Fonograf—Model 1096. Has 5 powerful speakers—dual-channel 60-watt amplifier—Stereo Audio Balance Control—line AM-FM radio. Automatic Stereo-Diskchanger. Record storage compartment. Mahogany or Ebony.



New French Provincial Stereo Hi-Fi Radio-Fonograf—Model 1097. 5 big speakers—dual-channel 60-watt amplifier—Stereo Audio Balance Control—powerful AM-FM radio. Automatic Stereo-Diskchanger. Record storage. Maple or Walnut.

*Suggested list prices. Prices slightly higher West and South

Call your Webcor distributor today

SELL THE LINE THAT SELLS THE FASTEST... SELL WEBCOR

Young Chicago loves to buy..



Your prime prospects for appliances are the young householders with growing families to bring up.

In Chicago and suburbs the Sun-Times reaches more young men and women up to 35 than any other Chicago newspaper.*

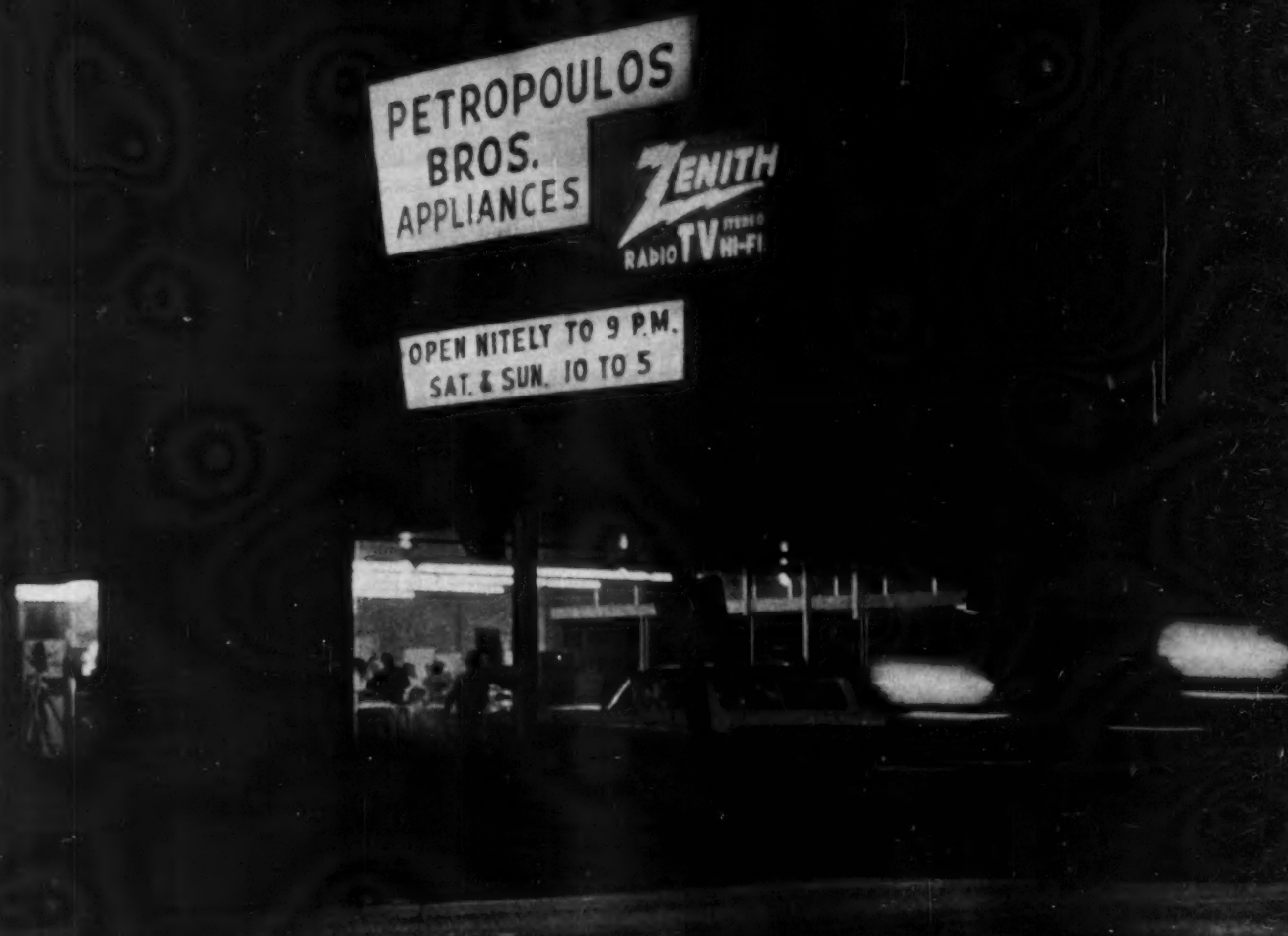
Your advertising—in full color or black and white—is sure to reach these “biggest buyers” when you run in the Sun-Times.

..the Chicago Sun-Times

*Source: Publication Research Service Study No. 5

Electrical
Merchandising

NOVEMBER 1959



In just over a year the Petropoulos Brothers have boosted their volume from \$200,000 to \$900,000 and have become flamboyant, promotional mass merchants. It's all happened because . . .

**You Can Get Big in a Hurry
on the Highway**

By KEN WARNER



A hot location on a major traffic artery is the biggest single explanation of the Petropoulos' mushrooming volume. But other factors have helped them capitalize on the move to a high-

way store. The 1958 recession, for example, ended just as the brothers moved out of crowded quarters located in congested area of downtown Waukegan, Ill.

"But none of this, no matter what we did, would have happened around our old location. The highway is our best business-getter, just because it's there."

You Can Get Big in a Hurry on the Highway

THERE is a wondering tone in the voices of the Petropoulos boys—Nick and Gust—when they talk about volume.

There should be.

"Last month we sold 150 dehumidifiers," they say. "In the old place, we didn't sell three in a year." Or: "Fifty ranges last month. That's three times a year's sales on Genesee Street." Or: "Last year we didn't handle TV. This year we're moving 60-70 sets a month."

"We doubled last year's volume in the first five months." That's the most important thing the brothers say. The figures are something to wonder at. In their first full year on the highway, not counting a real sales spree that followed their grand opening in late 1958, sales for Petropoulos Brothers will approach \$900,000.

Their best year as North Shore Washer Service in downtown Waukegan, Ill., was \$200,000.

It's easy to see the volume. It's not so easy to figure how it comes. The long-time service reputation has something to do with it. High, wide and handsome promoting for heavy traffic is part of the picture. Location on a hot traffic artery certainly snags some.

Prices at Petropoulos are very competitive, matching the giants in Chicago, as a matter of fact. So they account for some of the volume. And the brothers and their salesmen are not amateurs at making sales once they have a customer within earshot.

It's the mixture of these factors, plus the fact that "We look like we're really in the business" that does the trick, according to the brothers.

Besides getting good traffic—not swarms of people, but a steady stream all day almost every day—Petropoulos Bros.

salesmen make sales to an extremely high percentage of prospects. At times this runs three out of four and four out of five, even counting the customers who say they're "just looking" as they walk in. This is another indication of the value of a convenient, but slightly out-of-the-way, location.

Over-all timing is a big factor in the speed with which the new Petropoulos Bros. store gained momentum. Over the past several years, hot and heavy competition seems to have reduced dealer enthusiasm in the Waukegan market. There have been ownership changes, and some people have gone out of the business entirely, others have resigned from some lines.

And equally, over the past several years, population growth both in Waukegan and in the whole county, have jam-crammed the town. There is municipal parking, but it isn't always where the merchants would like it. Waukegan is a shopping center, though, and it's going to keep on getting the traffic. Most of that traffic does and will enter via either of two routes, and Petropoulos Bros. store is on one of them, perhaps the most desirable.

It's a Fast Track

It is amazing how fast a deal can close on the highway. Doubles and triples are not at all unusual, and only the occasional four-item sale draws any comment. Sometimes a double or triple sale—to ordinary working people, not big shots—can be wrapped up in half an hour, from the approach to the final signature and the walk to the door.

There are a couple of reasons for the speed possible. First is the amount of merchandise on display—it's all there.

On one day in mid-summer, there were 19 dryers, three combos, 13 automatics and eight wringers on the floor in laundry equipment; brown goods on display included 12 portables, 40 consoles, nine table models, 12 stereo consoles; in refrigeration there were 11 freezers, seven single-door and 15 double-door refrigerators; and a total of 35 ranges. Besides this, there were dish-washers (3), 50-odd radios and 200-300 traffic appliances.

And second is the pricing policy. "We just give 'em the low, low and that's that," explains Nick.

Between the prices and the merchandise, and the excitement that a number of shoppers seem to generate between themselves, Petropoulos salesman sometimes can show the merchandise, quote prices on two or three units and say, "Which one do you like best?" When the wife makes a choice and looks at her husband, and he nods, the salesman says, as he walks toward the ticket register, "When would you like us to deliver it?" He gets an answer, and then starts immediately writing up the order.

The Advantages of Bigness

"A little dealer just can't buy right," says Nick Petropoulos, who now makes a practice of getting something extra from every salesman before he starts to talk about an order. That something could be 100 full-line brochures or \$500 for an event promotion, but he gets it.

Fast with a pencil on the back of an envelope, Nick figures his going price on every piece he buys. As the salesman quotes prices, Nick figures—every one. If he comes out under the market, that's fine. If he comes out over the market, there's no buy until that situation is fixed.



Broad assortment of merchandise on floor of the highway store is one reason why Petropoulos' volume has grown so dramatically in just one year of operation.

"When you've got all the stuff, and can deliver right away, there just isn't any

reason for them not to buy. Look, we're way out here on the edge of town, and while it's very convenient from the parking angle, people just don't wander in here. When they stop, it's because they might want something. And with all our brands, chances are we've got it."

He takes no "packages," and no package quotation. He buys without service, and he leans until he starts out even with everybody on the street.

Take co-op ads, for example. Standard is 75-25 for Petropoulos Bros., on occasion, he'll accept a 50-50 deal, but not without a fight. Here's a typical quote: "Why can't we go 75-25 on this one. Down in the city, they're not billing you at the rate they're paying, and I am. They come out 75-25 under the table, and here I am, stuck." Now he won't get the 75-25 because the salesman just can't do it, but he will get ad money reserved in advance, or extra literature, or extra help on the floor during busy periods, or extra, above-quota supplies of premiums—the deal is always sweetened some way.

Nick Petropoulos figures that in all media, he'll spend about \$30,000 this year. How much of that is his money is his business, but the total will buy things like eleven thousand inches in the local paper, which is the basic program. It

keeps the cooler full, and circus tents on hand, and truck loads of freezers parked out front, and saturation programs of radio spots on key days.

Moving the volume gets Petropoulos Bros. another plus—the exclusive. For example, in one major line, there's a special model freezer which is his alone. He buys lots of them because he gets a big margin, because it's a standard brand, and because he still gets the margin \$50 under local prices for a slightly smaller box. "Everybody figures that thing is a nail-down," he grins. "But I sell 'em by the dozen."

This brings in the dollars fast. But it's not for the smaller dealer.

Expansion Can Be Complicated

In the early stages of planning to move out on the highway, the Petropoulos brothers figured they had to triple the business to make it. So, they figured they should triple everything else.

Continued on following page



Firm one-price policy is still another key to Petropoulos' success. With most of the store's customers either working in Chicago or exposed to Chicago price advertising, Petropoulos' pricing must be competitive. And adherence to single price speeds up selling in the highway store.

"We just give 'em the low low and that's that. Every time we try a little negotiation we get caught at it. So we price it one way only. 'Course, trades and things vary, but that's the basic idea."

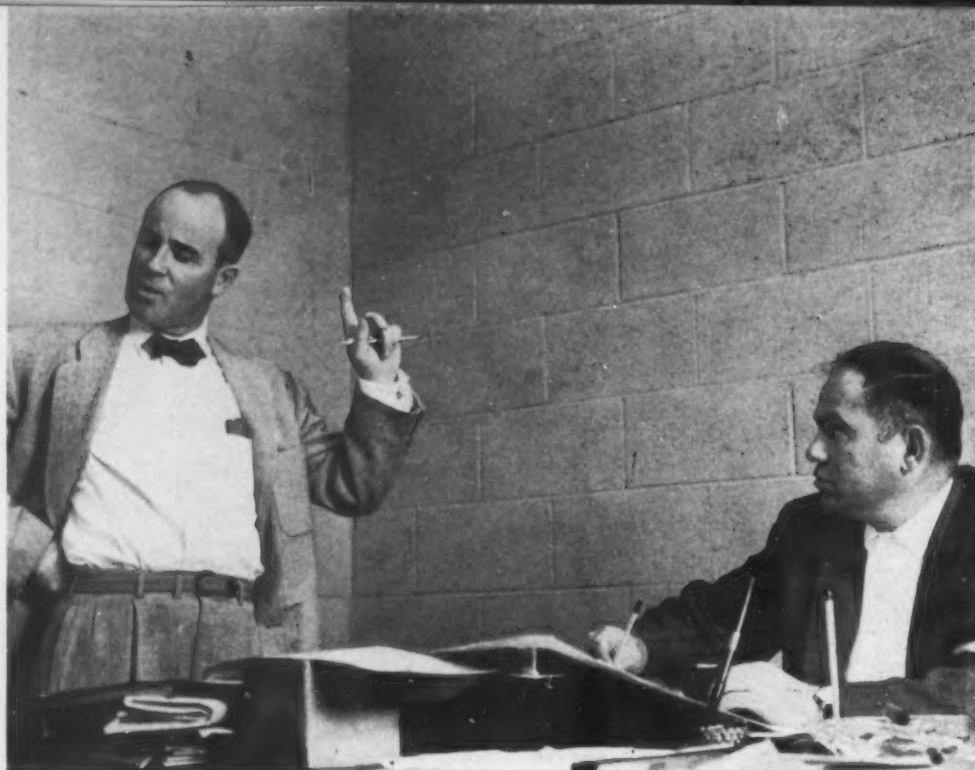
Four salesmen do all the selling for Petropoulos but when traffic gets heavy servicemen and clerks write up orders to free salesmen for more selling. During promotional events, distributor salesmen are asked to pitch in and help out on the sales floor.

"There were times out here where if we couldn't keep three deals going at once, we were losing customers."



Always a tough customer, Petropoulos' recent growth has enabled him to drive even tougher bargain with distributors. Nick figures a going price on every piece offered him and if it comes out higher than the market price he turns the deal down. He also asks for—and gets—extra advertising and merchandising help.

"Now we're spending a lot of money to move some stuff, and if you're going to walk out with an order, it's going to cost you. How much are you going to help? And don't ask me how much I'm going to buy. I can't buy until I know how much I can expect to move, and that depends on the help and the prices."



You Can Get Big in a Hurry on the Highway CONTINUED

It's worked out that way, too, mostly. Take personnel. They went into the venture with a staff of five, including themselves, plus a part-time bookkeeper. By Christmas, 1958, they had added two delivery men and another service man.

This summer, they were paying wages to a staff of 15, again including themselves. That included three office girls, four delivery and installation men, three service men and two salesmen. Plus the original part-time bookkeeper, now backstopped by one of the girls and an outside accountant on a fuller schedule.

Now there is a full-time service manager, and another delivery man to fit in when one of the present men will shift to service jobs.

In two major areas, however, rule-of-thumb didn't work. In delivery and in warehouse space, the outsize volume has created unforeseen problems.

For example, Nick is buying bigger trucks. The store is pulling customers from distances that make three-unit pickup truck deliveries too expensive.

The volume is making more inventory feasible, and in fact, desirable. But space is limited, and there are only so many appliances that can stack three high without power equipment. So the next step is to push back the building another 75 feet.

With their eyes opened to these unforeseen complications of high volume, the brothers are keeping a wary eye on the service situation. A good service manager should hold things in check for a while, giving them time to upgrade more delivery men.

One very real complication is in the amount of time the brothers can shake loose to handle their management chores. They both feel strongly that their presence on the floor is necessary when there's

any traffic at all. While they do this, things pile up. Office and service managers should take away some of the load, but there's no solution in sight for this one. "Not for a couple of years anyway," explains Nick.

It Hasn't Been Easy

In June 1947, Nick Petropoulos got started in the appliance business on \$11,000 mostly borrowed. In the traditional pattern, Nick used his shoestring to buy out his employers.

The firm was North Shore Washer Service in Waukegan, Ill. The store was on Genesee Street, downtown. The business was small and the biggest part of the volume was in service. Nick's \$11,000 bought mostly used machines and parts.

Nick's brother Gust started his working career with North Shore, but didn't settle into it until 1955 when he became a full partner with his brother. And the itch for expansion got red-hot.

First move toward relieving this itch was the purchase, in 1957, of 4½ acres of cow pasture on the highway outside of Waukegan. This was a pretty complicated deal, requiring rezoning of the land, since it was inside the corporate limits of Gurnee, Ill., and the owner had to be talked into splitting the original parcel. It wasn't cheap, either, though the purchase price looks pretty good now.

All the way from 1947 until this point, North Shore Washer Service had percolated along. It made money, but the limitations of poor parking, small space, and limited capital held top volume down to about \$200,000 a year toward the end.

But there wasn't anything wrong with North Shore Washer's reputation. Under the circumstances, the only ace the operation had was top-drawer service, so cus-

tomers really travelled first-class in this respect. Thus, despite a really torrid competitive situation in Waukegan, North Shore was able to hit a useful volume in sales and really made hay in service.

All the spare time during 1957 and 1958 was devoted to planning. Gust spent weeks with other dealers who were running highway operations, and attended NARDA's School of Management. Nick hassled with money sources and contractors and an architect, among other things investing \$1500 in blueprints.

Enough hassling produced enough results so that the decision to go could be made. Construction of the planned 60 x 150-ft. concrete block building was scheduled for the summer of 1958.

And that was the first break. From, of all things, the recession.

The business slowdown didn't help business any, but this meant less to the service-heavy North Shore Washer Service than it might to some other firms. And the lack of business worked wonders with the contractor. According to Nick, the same building erected this year would run "at least" \$20,000 more.

Where did the money come from? Well, Nick and his brother still looked good to his original sources, having paid off right on the mark. And North Shore Washer looked pretty good on its record with the banks. The land and the equity in it, carried its share of the load. And a long-term good record with suppliers paid a bonus when it came to filling up the big store with merchandise.

"Sure we own," explain the brothers, "But we're not going haywire. On the floor plans, the money goes in as we move the merchandise."

And they add: "We move the merchandise." End

Here's how one dealer
turned a \$30,000 loss
into a \$20,000 profit
by spotting

Seven Service Leaks

EACH of the seven faults that vice president A. D. Hopkins uncovered when he analyzed the service operation of General Refrigeration & Appliance Co., Jackson, Miss., was costing the firm money . . . and all together they were responsible for a \$30,000-a-year net loss.

Here's what he found wrong, and how he corrected each:

1. Loose Management. By far the most significant thing Hopkins did was to develop a form (below) which would give him a crystal-clear picture of every serviceman's daily performance—not merely in number of jobs handled, but also in terms of each man's total productivity and the company's profit or loss on him each day.

Key element in this Daily Service Report is Column 11 (labeled "Cost"), an individualized daily debit figure against which each serviceman must work. All of the following items are reduced to a daily basis, totalled, and charged against him in the Cost column: his salary; his share of the shop utilities and shop rent; salaries of the service manager and service bookkeeper; liability insurance; taxes; and truck operation and maintenance. Overtime is added to the man's debit as his jobs happen to require.

This "nut" is deducted from his gross productivity each day, and the result for Hopkins is an immediate picture of

whether the individual serviceman operated at a profit or loss on any given day.

The same form is used for shop work. Daily totals are brought forward in weekly, monthly and yearly reports. The bookkeeper periodically adjusts the debits to changes in the costs of goods and services affecting them.

2. Credit. Here, Hopkins cracked down. Now, its extension to all but old customers is discouraged. When others call for service, they're qualified on the phone for anticipated method of payment. If they want credit, phone checks are run before the calls are dispatched.

Still, some bad credit gets through. To keep it at a minimum, accounts charged by servicemen on their own hook are given 30 days to pay. The serviceman is allowed the next 30 days to collect his overdues. Failing that, the entire amount is deducted from his salary.

3. An Incentive System. Based on the individual profit-determining function of the Daily Service Report, a new bonus system has improved the efficiency, the production and the morale of the service department. Annual bonuses are paid, figured from the profit each man has returned the company during the course of year.

4. Parts Inventory Control. This needed considerable tightening. Now, each man signs for a complete truck-stock at

the beginning of the year. Every morning, he stops by the department to pick up fill-in parts (billed against him) and to turn in replaced material from the day before (tagging in-warranty parts as to defect and the effective date of their warranty.)

New parts are charged to him at retail price, to help him resist the temptation of wholesaling them to customers. He has just one day to turn in parts replaced in warranty.

5. Warranty Credit. This is assured the company by a Hopkins decree that defective in-warranty parts remain binned no longer than 15 days before being shipped out for replacement. Failure to get them out in time had constituted a major profit leak.

6. Used Parts. No longer does the firm peddle unrepairables for \$5—\$10. Now, it extracts \$30—\$50 from them by stripping them of all non-worn parts and reselling these to other dealers at 50 percent of retail (they pay the price to save the time), and to do-it-yourselfers, and installing them in repair jobs on customers' authorizations, also at half-price. These parts carry 90-day warranties.

7. Service Call Rate. The company's price has been upped, in easy stages, from a loss-priced \$3 minimum to \$6, which includes one hour's time starting with dispatch of the call. *End*

This form gives Hoskins a day by day answer to the question,

Am I Making Money on Service?

The key figures, of course, are lines 12 and 13 which show the profit or loss performance of each man each day. But all the lines are useful in providing control information. Line 1 shows the number of calls made. Lines 2 through 5 measure the "productivity" of the serviceman on those calls. Cash calls are entered in line 2, charges in line 3. Goodwill calls are charged against "sales policy" and warranty calls are shown in line 5. Lines 6 through 9 represent a breakdown of out of warranty service. Line 10 is the sum of lines 2 through 5 and line 11 is a debit figure individually compiled for each man (see text).

Profit (or loss) = Line 10 minus line 11
Serviceman's Gross = Line 2 + 3 + 4 + 5
Line 2 + 3 + 4 always = Line 6 + 7 + 8 + 9

DAILY SERVICE REPORT

Date _____		Phillips	Sloan	Flynn	Palmer	Stewart
NAME						
1 Number		5	3	6	1	4
2 Cash		X	X	\$30.40	X	X
3 Charge		\$23.80	\$ 2.20	\$62.97	X	\$ 6.00
4 Sales Policy		X	\$17.32	X	\$20.00	\$12.00
5 Warranty		\$16.00	X	X	X	\$ 6.00
Material	6 Cash	\$ 5.80	X	\$27.37	X	X
	7 Sales Policy	X	\$ 1.32	X	X	X
Labor	8 Cash	\$18.00	\$ 2.20	\$66.00	X	\$ 6.00
	9 Sales Policy	X	\$16.00	X	\$20.00	\$12.00
10 Gross		\$39.80	\$19.52	\$93.37	\$20.00	\$24.00
11 Cost		\$27.10	\$18.66	\$35.69	\$17.00	\$17.00
12 Profit		\$12.70	.86	\$57.68	\$ 3.00	\$ 7.00
13 Loss		X	X	X	X	X



DISC Jockeys

and

DISH Jockeys



Sell 744 Dishwashers in a Month

But heavy advertising and a clever slogan were only two of the ingredients in this successful promotion staged by the Rocky Mountain Electrical League

THE dish jockey provided the slogan. The disc jockeys helped arouse public interest.

And 65 retailers, seven distributors and two utilities (Public Service and Colorado Central Power) worked together to put over the Rocky Mountain Electrical League's recent dishwasher promotion.

The league promotion package included:

- a novel theme built around the slogan "Why Be a Dish Jockey"
- a concentrated advertising campaign
- a "mystery shopper" program
- weekly contests in which two dishwashers were given away each week
- a second contest in which consumers voted for "my favorite charity" with a dishwasher going to the winning charity.

With 65 dealers following in line, the program was built up around the theme "Why Be a Dish Jockey?" Backing up the clever slogan was a heavy advertising schedule, all built around cuts of a model dressed in jockey garb, and carrying considerable humorous impact. On the advertising schedule were 14 two-column, eight-inch ads, all built around the "dish jockey figure" and beamed straight at the average housewife's discontent with her dishwashing role.

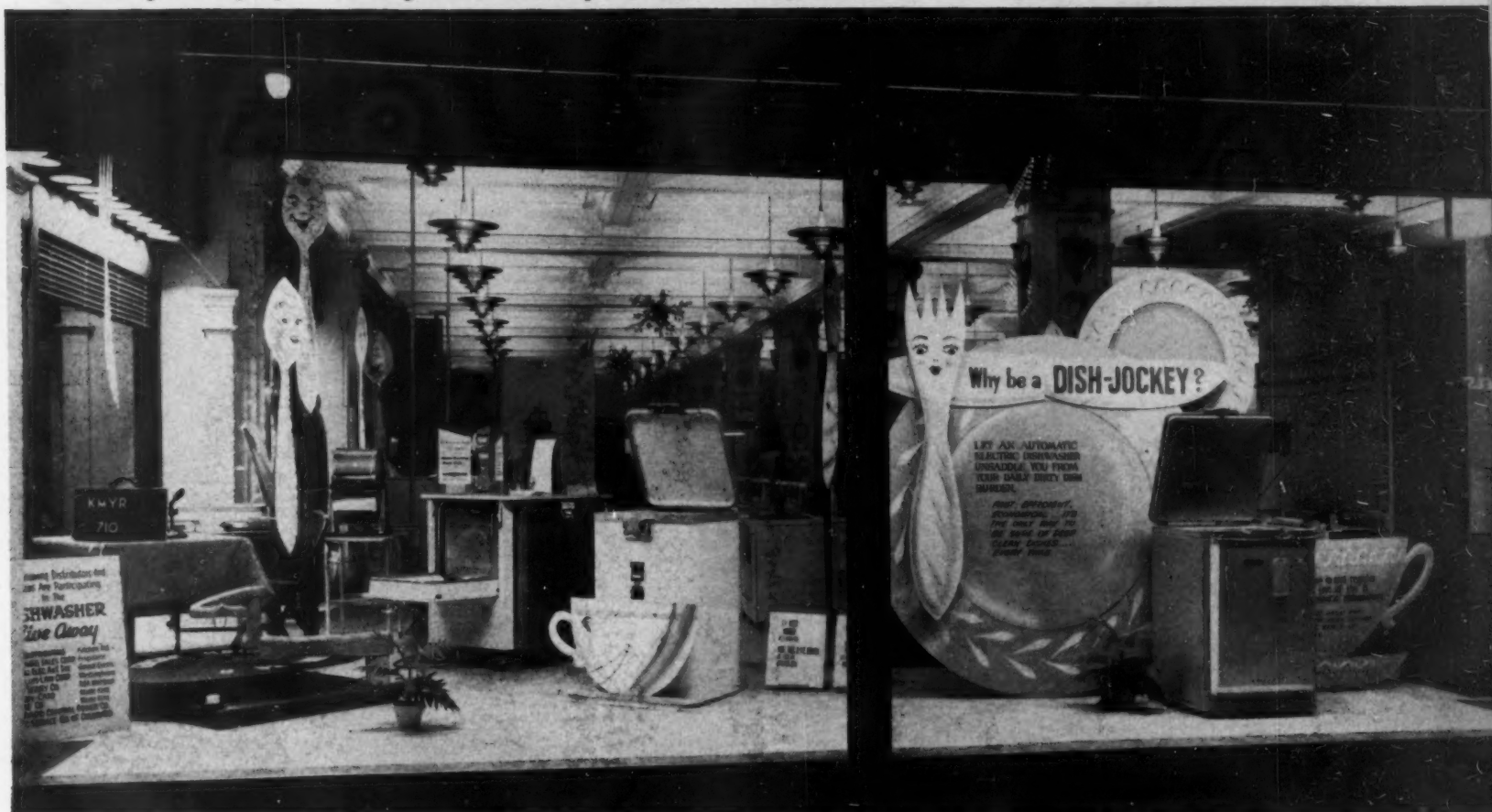
At the same time, Public Service Company devoted four display windows to dishwashers, including free-standing, portable, and built-in models, and, getting full cooperation from the six radio stations, set up a continuous dish jockey program originating directly from their window in the heart of the downtown shopping district. No less than 40 hours of radio time went through the six radio stations to Denver housewives, all built around the "Don't Be a Dish Jockey" theme, and including interviews with housewives, comments from dealers, invitations to enter the contest, offering two free portable dishwashers each week, for the first four weeks, registrations being taken at Public Service Company, distributors or at any of the 65 dealer stores participating in the program. Registrations were boosted, incidentally, by using huge streamers and posters on the windows of 65 dealers, inviting registration, and illustrating, the dishwashers given as prizes. Registration, because it was divided up among all dealers rather than centralized at the downtown Public Service showroom, set an all-time record with more than 20,000 registrations turned in. Along with the usual drawing, during the final week, the combination of the active disc jockey show, newspaper ads, and radio promotion invited customers to register "My Favorite Charity" af-

ter which the number of votes were counted, and the dishwasher prize awarded to the charitable institution which received the greatest number. The Salvation Army won out hands down.

As the program rolled along, the Rocky Mountain Electrical League put an extra suspense element into the picture with a "Mystery Shopper", a veteran home economist, who visited all of the 65 stores, and who gave no indication that she was a dishwasher prospect. This left it up to the dealer-salesman to bring up the subject. Frankly not pleased with the aggressiveness of the Denver appliance retailing industry as a whole, the program sponsors got some encouragement from the fact that "either the dishwasher presentation was good, or didn't exist at all!"

Nine salesmen's names were turned in by the "Mystery Shopper" as being on their toes in sniffing out a dishwasher prospect, and providing plenty of demonstration and an enthusiastic later contact. Prizes were awarded to the salesmen, in amounts ranging from \$15 to \$25, during the week following "Why Be a Dish Jockey" program from a \$200 pool provided by Colorado Public Service Company. The fact that each of the cash prizes which went to nine salesmen from nine different firms was the result of a "volunteered" dishwasher demonstration carried much weight, of course. *End*

Unique display on utility sales floor provided setting from which daily radio shows originated.



Each participating distributor was allowed to display his line in the utility sales room.

Clever switches on the basic "dish jockey" theme were used in Public Service ad like these.

WHY BE A DISHJOCKEY???

SHE'S SADDLED WITH DIRTY DISHES THREE TIMES A DAY

In the race to get the day's work done, the woman with dishes to wash is an odds-on favorite to finish last. But now, thanks to the modern magic of an automatic dishwasher, you can stack those dirty dishes throughout the day for a cleaner than ever, once a day washing. Put yourself in the winner's circle... ask a Public Service Company representative about his SATISFACTION GUARANTEED automatic dishwasher plan.

PUBLIC SERVICE COMPANY
See the winner's leading dish jockey on the Public Service Company sign just off this week.

WHY BE A DISHJOCKEY???

SHE'S ALWAYS LEFT AT THE STARTING GATE

If the daily dishwashing derby leaves you way back in the pack when it comes to getting out for some fun with the family, better see about putting an automatic dishwasher in your kitchen. Besides giving you a permanent vacation from dishwashing, a dishwasher will wash those stacks of dirty dishes faster, cleaner and with more care than ever before. Get in the winner's circle now... ask a representative of Public Service Company about his SATISFACTION GUARANTEED automatic dishwasher plan.

PUBLIC SERVICE COMPANY

WHY BE A DISHJOCKEY???

DON'T GIVE UP IN THE STRETCH

If you're tired of being a perennial "also-ran" when it comes to getting the daily household chores done, why not see about adding an automatic dishwasher to your kitchen? Saving you up to 80% of your dishwashing time, an automatic dishwasher is a sure bet to put you in the winner's circle every time. Ask a Public Service Company representative about his SATISFACTION GUARANTEED automatic dishwasher plan.

PUBLIC SERVICE COMPANY

Logos of the theme were also furnished dealers for use in their own advertising.



In lobby of Mexican radio station, listeners line up to buy a five-tube "Cometa" radio for only \$12.

\$12 a Set, 10,000 Sets a Month

In Mexico, The Radio Stations Try Selling Radio

... and they've been so successful that the manufacturer may soon begin selling sets in this country through radio stations.



Station XEDF advertises free deliveries of sets in three-wheeled Vespa delivery wagon. Driver makes 20 calls on each of two delivery runs.

IN just over a year, more than 130,000 5-tube radios have been sold by Mexican radio stations. One station alone has sold more than 70,000 of the \$12 sets.

The company which manufactures the sets is called Radio Impulsora Mexicana, S. A. It says things are going so well that it is going to market its radios in the south and southwestern areas of the U. S. by making direct deals with radio stations. Cost of radio to U. S. radio stations will probably be in the neighborhood \$10.

The company's radio is actually called the "Majestic" Comet model. This stems from the fact that the company, some 12 years ago, was tied in by licenses with the old Majestic company in the U. S. The company's technical director, Frank J. Dieli, was with Majestic in the U. S. as vice-president in charge of engineering.

Dieli, who designed the Majestic Comet, says it has some interesting features you don't find in U. S. models at the price. It has a built in high-amplification ferrite rod antenna, oversize output transformer, and nine color schemes in styrene plastic body.

The most interesting angle of the sales pitch is the fact that once Impulsora gets the radio stations enthused, they do all the work. The pitch goes this way: A station is approached and told that the price of the radio must be cheap . . . no middleman, no advertising costs. Only radio stations can sell the radios, no appliance stores unless the station wants to make a deal with one of its clients (a store) to act as the outlet.

The station is sold on the idea that the cheap, good looking radio will expand its listening audience, make for goodwill and good advertising for its listeners (station can have its name on set) and attract attention to the station. And, while the station is promoting itself and gathering a larger listening audience, it makes 20 pesos (\$1.60) per radio commission.

Already there are some 85 stations plugging the radio around Mexico, five in

Mexico City itself. Some stations write off the commission as payments for advertising space, others use the money for direct expenses and still others use the commission in a collected pool to be distributed to employees at the end of the year for a Christmas bonus (this way employees plug the radio like mad).

One station, XEDF, is trying to build up Angel Fernandez as a disc-jockey personality. The radio sales fits into the program. Fernandez plugs the radio on his record program, asks listeners to phone in for "immediate delivery by our motoniks." The motoniks are Vespa three-wheeled delivery wagons with loud advertising about the radio on the outside.

Another station, XEW, sells only at the station. Listeners all know where the station is because it's Mexico's oldest and biggest. The station feels that by getting listeners to actually come into the station and look around it plugs itself. There is no advertising on the outside. Listeners ask a guard where to go and buy the radio right in the manager's office.

In May and in December (Mother's Day and Christmas) the station averages around 700 radios per day. Some people buy five or six of the radios for one household, putting the radios in the kitchen, mother-in-law's room, children's rooms and even the bathroom.

Many buyers are poor people who have never had a radio before. They walk in from the outskirts, bringing their money in bags of coins. Others, from higher in-

Continued on page 90



"Stereo" earphones make an imaginative demonstration gimmick for a Phoenix dealer. He used 18 pair of headsets at the hi-fi show conducted in a motel.

Five Kinds of Hi-Fi Shows

They're all different but they all work. Which one would you use?

1. THEY STAGED IT IN A MOTEL

Cooperating dealers and distributors in Phoenix, Ariz., found that motel rooms make ideal demonstration booths for hi-fi shows

TO CUT the noise and confusion out of their mass hi-fi show, Phoenix dealers and distributors rented 33 rooms in a luxury downtown motel.

The rooms were not sound-proof, but they were a big improvement over ordinary booths in an auditorium. Not only did the demonstrations sound better, but the motel show itself proved easy to manage, economical and appealing to the public.

The show drew nearly 7,000 persons and more than paid for itself in sales. Months later, dealers were still following up on leads.

Total cost was \$3,400, but most of this tab was picked up by the 16 distributors who participated. Cost to the Phoenix Appliance Merchandisers Association was only \$767. The overall budget included \$910 for a week-long series of newspaper ads, \$692 for

radio spots, \$203 to move beds from the motel rooms, \$41 for liability insurance, \$166 for fixtures and supplies, \$95 for lights, \$115 for pamphlets, \$20 for chairs, and \$127 for signs.

To get the rooms, the dealers had to set up certain rules. For instance, exhibitors couldn't tape or tack anything on the walls of rooms. And they had to agree to control the volume so they would not interfere with other demon-

strations in adjoining rooms.

A local radio station brought in guests for interviewing. And, as a special attraction, a Phoenix clothier staged a fashion show in the motel lobby. One dealer entertained traffic with 18 pair of "stereo" earphones.

Some dealers wrote an average month's business during the three days the show ran, according to Bill Johnson, manager of the dealers' association.

MORE▶

FIVE KINDS OF HI-FI SHOW CONTINUED

2. HE RAN A THEATER PARTY

Dealer Ernie Waddell of Windsor, Canada, wanted to interest his old customers in hi-fi, so he invited them to a theater party



Approximately 1,000 persons turn out for this free theater party in Windsor, Canada. One mailing of invitations and one ad brought them out.

TO GET his paid-up accounts back on the books as hi-fi customers, Ernie Waddell of Waddell Sound & Radio Ltd., Windsor, Canada, simply invited them to a theater party.

He mailed out 12,000 invitations to his old customers and received better than 8% acceptance, resulting in his most successful promotion.

Waddell mailed printed invitations two weeks early, asking those who wanted to see the free film pick up two tickets a week before the show. As a result, Waddell had one week left in which to build up the audience by running a reminder ad. The ad was addressed to all the store's customers, telling them that tickets were still available. He drew

more than 1,000 prospects, including the response from the ad and the invitations.

Waddell salesmen, assisted by a distributor, gave the hi-fi pitch to guests as they filed into the lobby. A local radio station was on hand to tape interviews, which Waddell is now using in radio spots. Following this was the on-stage demonstration and five drawings for portable radios.

To qualify for a prize, a guest had to write his name, address and equipment preference on the admission ticket. The tickets then became a ready-made list of prospects.

Waddell's sales manager credits the party with increasing hi-fi as well as sales of other appliances.

3. THEY RENTED A BIG AUDITORIUM

Greenley's, Inc., of Flint, Mich., used the same auditorium for its second hi-fi show, but key changes helped the firm top its first try

AFTER a rousing success with its first hi-fi show in 1957, Greenley's 1958 show needed "a little something." Here's the basic formula: more concentrated advertising and more sales emphasis.

At the second show Greenley's again filled the IMA Auditorium in Flint, attracting 19,700 from a market area of about 230,000. Four radio stations broadcast from the hall, and a local TV station ran films. Staffing the show were some 20 Greenley salespeople and about 20 distributor men, all in tuxedos.

Greenley's tried a Friday-to-Sunday stint this time, but will go back to the two-day show. "It's just too rough," says ad manager Bob Grinnell, "and you don't get any more people in."

Another change was Greenley's sales approach at the show. Last year the salesmen held a relatively firm line against closing deals—and wound up using the

auditorium manager's office for privacy. This year they went the other way: They scheduled a Monday "Show Floor Sample" sale, set up tables in remote sections of the hall, and had a credit manager on tap. In addition, Flint bank took space and offered on-the-spot financing!

Other improvements included six stereo booths away from the main floor, and light-colored draperies in the main hall, which is more important than it sounds, says Grinnell. "The lighter colors are classier at first glance, and they made the show brighter and more appealing."

Instead of placing teaser ads for weeks, Greenley's saved its ad punch. The firm hit harder just before and during the show. And a big slug of business—300 radio spots on Monday—got full cooperation from all media.

Color TV was a big draw for the show. RCA set up a color demo room in a small auditorium



Tuxedo-clad salesmen explain hi-fi at Greenley's three-day auditorium show. Key changes for this show, including bright draperies, helped push sales.

in the building. Previously the firm did everything on one floor.

To spotlight the service department, a couple of technicians worked at a bench. This proved better than simply displaying tools and equipment.

The Monday sale was successful, even though Greenley's has five other salesrooms. Naturally, they sold the same "floor model" six and seven times, but they ended that one day with a \$25-\$30,000 volume.

4. THE UTILITY SPONSORED THIS SHOW

It cost Cincinnati dealers nothing, but they stood to gain most from a promotion organized by their utility and supported by radio, TV, a newspaper and a consumer magazine

LOCAL RADIO and TV personalities, a game and a variety of prizes attracted thousands to the Cincinnati Gas & Electric Company's industry-wide promotion.

The biggest drawing card was the appearance of some 45 radio and TV stars. A different personality was featured each day during the noon hour. And one radio newscaster actually broadcast from the lobby of the electric company building where the entire promotion was held.

Another big attraction was a "Look and Listen game. Contestants stood in front of two small horizontal screens, and when a contestant turned a dial, a rear-view projection device flashed pictures on the screens. When the words "look" and "listen" appeared simultaneously, the contestant won a small prize. At other times the screens carried

out a sales message with pictures of TV sets, hi-fi units and radios. A total of 12,799 played the game during the three weeks or so that the show ran.

A "ticket of admission" for the game was printed in a local paper, which also carried pictures and stories each day about the stunts. And on one occasion the paper threw in a special section on home entertainment equipment.

The utility demonstrated hi-fi in its auditorium twice a day for one week and awarded several records as door prizes at each demo. A grand prize and a runner-up award for the event were a TV and a hi-fi set.

Dealers tied-in with the show by displaying window streamers and posters supplied by Look Magazine, which helped plan the promotion.



Two radio stars pass out autographed records to an enthusiastic audience at the Cincinnati Gas & Electric Co. promotion of TV, radio and hi-fi units.

5. THEY HELD A "STEREO FAIR" IN THE STORE

The first "stereo fair" at Liberty Music Shops, New York, N. Y., tripled business, so the firm staged a second at a new outlet



Luxury atmosphere and comfortable listening rooms at Liberty Music Shops in New York help salesmen sell stereo at this firm's new "stereo fairs."

LIBERTY MUSIC SHOPS is sold on stereo fairs. The firm likes what they do to sales, but more than that it likes what they do to ad-

vance stereo exposure among the local residents.

"The public is still mystified by stereo," says Ellis Farber, of Li-

berty's executive staff, "no matter what the industry thinks. Customers are troubled over what it costs to convert to or buy stereo. And they're troubled over what it will do to their record libraries. Every massive exposure like these fairs advances the stereo cause."

Farber has two such fairs behind his belt. The most recent ran at Liberty's White Plains, N.Y., music center. Over 1,500 people visited what Benjamin Kaye, Liberty's president, calls "the most elaborate fine music center in America."

The new branch location features 8,000 sq ft of main showroom area, supplemented by two downstairs listening studios on the mezzanine.

For the occasion, this sumptuous setting was turned into display areas for no less than 10 exhibitors. Fisher, Pilot, Scott, Stromberg-Carlson, Hoffman—these set manufacturers plus record companies were among those represented.

In preparation for the event, Liberty mailed out 25,000 post cards and heralded the Westchester event with 60 one-minute radio spots. It also ran eight full-page ads in the eight newspapers of the Westchester chain at a cost of about \$3,000.

Without talking specifically about sales, Farber regarded the four-day event as a gratifying success. Some 420 registry cards provided fresh follow-up leads.

The pattern for the Westchester fair was set earlier by a rousing one held at Liberty's headquarters, 50th St. and Madison Ave, Manhattan. There a forerunner event featured the products of 18 manufacturers. Some 18,000 visited the fair. Business tripled, with at least 80 major pieces sold, all of them ranging in price from \$300 to \$1,000.

"The fairs give people a chance to come in and get acquainted with stereo merchandise," says Farber. "It gets them over some of the hurdles and advances stereo education." *End*

Telephones Really Work

IN DENVER . . . FRASER AND TAYLOR'S
SALES STAFF MAKES

100 Calls a Day Boost Sales 25 Percent



From this eight by four foot telephone area five Fraser & Taylor salesmen make 100 calls a day.

FIND a salesman who has an amiable, pleasing telephone personality, convince him that his earnings will be better on the telephone than out on the street, and provide him with the facilities to make 20 telephone calls per day. Then, profits will increase while expenses go down, reports Jim Taylor, partner with Fred Fraser at Fraser & Taylor Appliances out in Denver, Colorado.

Taylor should know. He has a battery of five persuasive telephone salesmen on the job daily at his South Denver appliance store.

Fraser believes that the number one factor in high turnover of appliance sales personnel is, invariably, discouragement. When discouragement is coupled with expense in the form of gas and oil, wear and tear on the car, and repeated rebuff on

the part of the soliciting salesman, the appliance dealer has little likelihood of keeping his personnel on the job.

That's the reason for the "telephone battery" which Fraser & Taylor put into operation shortly after taking over an established neighborhood appliance store three years ago. The previous owners had experimented extensively with telephone follow-ups, and had provided the necessary wiring, a long switchboard-like "telephone panel," etc. "All we had to do was arrange for five business telephones at cost of around \$150 per month," Taylor said.

The layout, as pictured, consisted of a plastic-top shelf, for the salesmen's elbows, a dial telephone, a metal file box of prospect numbers, a clip board with simplified order forms and a scratch pad.

Telephone Personalities

"We knew that it would take a certain type of temperament to sit at a telephone through most of the day, but at the same time we felt that if the salesmen's returns were commensurately higher than he could earn on the outside, that the boys would quickly develop the proper patience. That's the way this turned out. Even restless individuals, full of nervous energy, found the telephone system to their liking when it began paying better dividends than they had expected, and most of them quickly developed telephone techniques of their own."

The Denver appliance dealer's method for "telephone training" was a simple one. He simply installed a "mixer" which allowed one salesman to listen to another and thus, a bit self-consciously, men who had demonstrated considerable skill in telephone selling technique were able to show others the system.

Twenty Calls per Man

Taylor offered all of his salesmen standard commission arrangements, but made no attempt to set a "quota" on the number of calls he felt each man should make. He soon found that a normal day's telephone work load was between 15 and 20 calls. Most of the sales crew found that they could take 20 calls in stride.

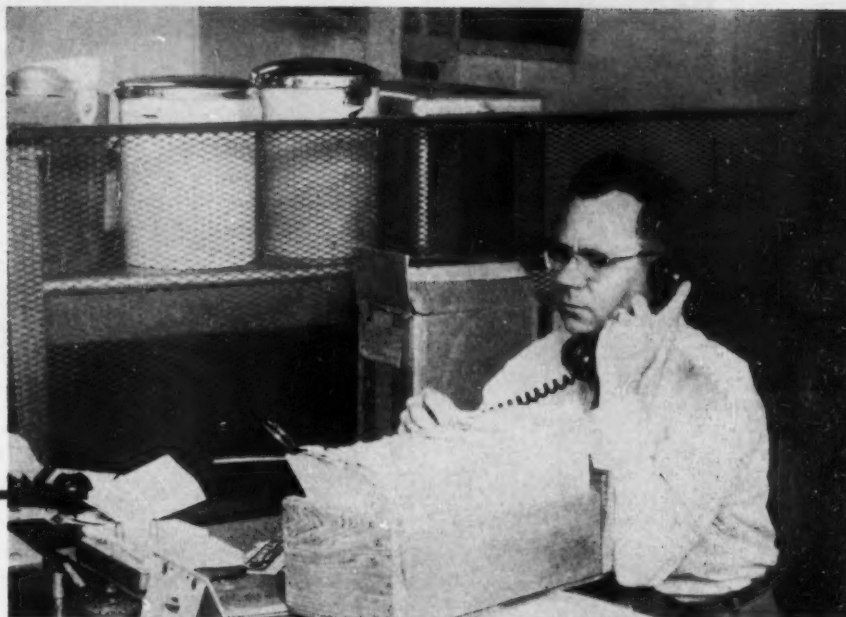
With 100 calls per day thus easily achieved, Fraser & Taylor needed grist for the mill, and developed this in the form of a thick card file, dating back eight years or more, of previous customers and a program of "using the user." As the program got underway, Fraser & Taylor portioned out around 100 cards per each man, and suggested a sales system whereby the past customer was first approached on his own appliance needs and if no selling opportunity existed, asked for the names of prospects among friends and relatives. In this way "using

Continued on page 92

for These Two Dealers

**IN NEW ORLEANS . . .
HOUSEWARES DEALER
RAY CONNOR**

**Sells
by Phone
Delivers
by Cab**



WHEN Louisiana kissed off Fair Trade in June, 1956, it "revolutionized" the retailing of electric housewares, especially in the cities. Independents, who'd been willing and able to spend a few ad dollars for a 28 to 35 percent return, pulled in their promotional horns as margins got smaller.

Brand-name traffics went into supermarkets, where profit is figured in pennies and fractions thereof, to sell commonly at something less than \$1 over cost. Department stores used them as leaders. To spend time selling them on merit ceased to be profitable. Some dealers bowed out of electric housewares, others shelved their stock.

Not so Ray Conner, manager of Conner Furniture & Appliance Co., 2270 St. Claude Ave., New Orleans.

Each day, he digs telephone-sales prospects from his paid-out file, and makes 10 to 20 calls. He takes off from any point—coffee maker, blender, shaver—can leap to any of a dozen more when he hears, "But I already have one," the words that write *finis* to so many big-ticket sales attempts. His closing rate is good enough to give a big boost to Conner Furniture's annual electric housewares volume (last year, about \$10,000.)

When he finds, or creates, a need, he knows he has to fill it fast, before the prospect's next trip to the supermarket. There's no waiting until she gets around to visiting his store, either. Quoting list, or near-list, he presses for immediate delivery, offering to reopen the closed ac-



count and put the purchase on the books. In setting terms, he shoots for the longest he can get.

Each time Conner connects for a sale in this manner, he scores in three important ways: (1) another sale, and at a solid price; (2) another paid-out back on the books; (3) more store traffic, since the customer must make several trips to pay installments.

He rarely ties up his truck on small-profit housewares deliveries. Depreciation, operating costs and driver time of a truck trip would knock a traffic appliance margin into a cocked hat.

Instead, Conner calls a cab. He gets the driver's signature and number, and hands him the appliance, the address and a dollar bill. "No hurry," he tells the cabbie. "Drop it off on your next trip out that way today."

This, Conner considers a good deal—well worth a dollar to reactivate a paid-out account. To the customer, free delivery by taxi is the height of service.

"No-sales" aren't ignored by the firm. When a phone call fails to click, an office girl gets off an "it-was-a-pleasure-to-talk-with-you" letter whenever she has time to do so.

End



New York City dealer Morris Manes has blended competitive pricing with specialty selling and "guaranteed" service because he's convinced that . . .

You Can't Survive on Price Alone



Manes (on the right) delivers new service orders to Tony Pagano, manager of the independently operated service shop which takes care of Uneeda's TV, air conditioner and other service-installations. Work not handled by distributors is fed to this three-man service operation.

MORRIS Manes of Uneeda Home Appliances has found that no matter how price conscious New Yorkers are, they still like the red-carpet treatment—personal attention, "no charge" services, guarantees, intensive demonstrations.

"We have to meet the prices of the cut-throats, and we often have to talk price with our customers," Manes explains. "But we always go further than that. We show every courtesy, we demonstrate all our merchandise, and we give service—things discount houses can't or won't do."

The result of this old-fashioned approach is that Manes' two stores, one in the low-traffic Richmond Hill section of New York and another in suburban Franklin Square, move an average of 200 TV sets, 70 ranges and 100 hi-fis per month. Uneeda's annual volume is \$1.5 million and 90 percent of it comes from repeat or referred customers.

The sales formula starts working as soon as Manes goes into the market. He stocks lines that provide good service fa-

cilities, and he usually buys in carload lots, storing the inventory in his 16,000-square-foot warehouse. Uneeda gets additional price breaks through its membership in MARTA, a major co-op buying group in the metropolitan area.

Buying in bulk is basic to Uneeda's operation nowadays since prices have to be competitive on non-price-protected items. In this way Manes has something tangible to plug in his newspaper advertising. But once the prospect is in the store "satisfaction guaranteed" underscores every pitch, while salesmen concentrate on selling price-protected appliances.

Since service is a major point in Uneeda's advertising and promotion policy, Manes will do occasional "no charge" repair work for good customers whose appliance warranties have run out. This work, plus all the TV and air conditioner service-installation business, is fed to a three-man service shop in Richmond Hill. Distributors take care of other service problems. *End*

McCall's is



number

1

in total editorial lineage
in total service editorial lineage
in appliance editorial lineage
in home furnishings editorial lineage

McCall's today leads the field in presenting the most service lineage, the most reader lineage in the most attractive 4-color editorial format in the service field. The results? Newsstands sell out issue after issue. Subscription renewals zoom upward, and you're guaranteed new circulation of 5½ million (up 300,000) beginning in February, 1960. New five-color presses developed exclusively for McCall's make possible a new economy in rates. No increase

in cost-per-thousand for 4-color or 4-color bleed pages...as well as no extra charge for bleed. Put it all together and you've got McCall's formula for success...a better product, more attractively dressed and more economically produced, creates more readers and a better climate for your advertising message. No wonder McCall's today is your most efficient advertising buy. Ask your McCall's representative for details.

IS YOUR KITCHEN BUSINESS LIKE A JIG-SAW PUZZLE?



YOU CAN BE **SURE**...IF IT'S **Westinghouse**

WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS CBS-TV FRIDAYS



WESTINGHOUSE ELECTRIC CORPORATION, CUSTOM KITCHENS DIVISION, MANSFIELD, OHIO

WESTINGHOUSE FITS ALL THE PIECES TOGETHER IN A ONE-SOURCE PACKAGE



Only by buying the components of your kitchens from one source where everything is designed to go together, can you be sure of giving your customer the kind of kitchen she wants. And Westinghouse is that source.

EVERYTHING YOU SEE IS AVAILABLE FROM DISTRIBUTOR STOCKS OR CAN BE SHIPPED IMMEDIATELY FROM THE FACTORY.

● **Appliances**

The most complete line in the industry, both built-in and free-standing. Wide color selection—new styling.

● **Cabinets**

For deluxe installations, wood cabinets in furniture-finished Heirloom Maple. Where metal is desired, Westinghouse Steel Cabinets in Confection Colors to match or harmonize with the appliances. Complete line of fixtures and fittings.

● **Micarta Counter Surfacing**

Wide selection of colors and patterns. Available in Unitop (pre-formed top and backsplash) sheets and panels.

WESTINGHOUSE ALSO GIVES YOU ALL THESE HELPS AND ADVANTAGES

● **Kitchen Planning Schools**

Factory conducted, covering all phases—design, decoration, perspective, accessories, etc.

● **Home Study Design Course**

"Advanced Custom Kitchen Design". Comprehensive training under top notch faculty supervision through the University of Chicago.

● **Local Advertising Aids**

Handout literature, specification material, advertising guides, product mats and promotional plans.

● **Complete Financing**

Quick and convenient, through the Westinghouse Home Modernization Finance Plan.

● **Local Selling Assistance**

Specialized distributor sales personnel, trained to help in every phase of business.

● **National Advertising Support**

Consumer advertising in national magazines, Sunday supplements, newspapers, Westinghouse Lucille Ball-Desi Arnaz Shows on CBS-TV, billboards and radio.

● **Total Electric Home Program**

Specialized pre-selling on Westinghouse appliances, cabinets, Custom Kitchens, in all media, plus planned model home showcases for these products.

● **Sales Training**

Help and guidance on selling complete kitchens and individual products.

Your Westinghouse Distributor is the key man in this one-source set-up. He can supply you with everything you need for successful, profitable kitchen selling. Ask him to give you the full details. Call him today.



There's money in records . . .

If you want to cash in on it, but don't know the business . . .

Why Not Lease a Record Department

By BILL McGUIRE

THAT'S HOW Jim Watson got into records.

Watson faced a dilemma with his Birmingham, Ala., store: he needed records to supplement his growing stereo display stock, but he knew nothing about this specialized, fast-breaking business.

He solved his problem by leasing to an experienced record merchandiser. Now, Watson has a big, well stocked record department—and all it costs him is floor space.

Bill Griffin, the lessee and owner of Griffin Record Co. in nearby Ensley, Ala., guarantees Watson \$125 a month, plus an override of 50 percent of the department's net in excess of \$250 a month. Griffin is responsible for record stock, fixtures, displays and bookkeeping. The two co-op the actual cost of record advertising, 50-50.

It's a sensible arrangement that has definite advantages for both parties. To Watson, the appliance-TV dealer, the leasing plan means:

1) A financially painless route into an unfamiliar business. His investment is

limited to space; his risk is practically zero.

2) A chance to diversify without adding to his personnel. In spite of its size, the record section is a one-clerk operation. Griffin, the lessee, runs it most of the day. When he's out, Watson and his wife cross over and wait on record customers—a simple matter, thanks to Griffin's stock system, which sets up every record and album for easy self-service.

3) A significant increase in traffic. Records have more than tripled walk-ins at Watson's low-traffic location. One typical result: More radios sold in this year's first quarter than in all 12 recordless months of '58.

4) A more efficient operation overall. To unearth 600 square feet for Griffin, Watson carefully reviewed his white goods and television displays, gave them a much needed fluidity by bouncing out the dust collectors and retaining only the proven movers. This, in turn, untied considerable operating capital for other uses.

5) A complete operation in packaged

stereo. Hi-fi and records are the most logical combination: One sells the other.

To Griffin, the lessee, the plan brings:

1) A second outlet. Griffin had none of the heavy initial expenses of establishing a branch; instead, he landed 600 feet of space, and half of a glass front, in a modern building with utilities paid.

2) A ready-made clientele. He shares the customers Watson has created over the years as an appliance-TV specialist.

3) An entirely new market for his merchandise. The scant mile that separates Griffin's record shop in Ensley from Watson's Birmingham store makes a world of sales difference, so geographically sensitive is the record business. In Ensley, low profit singles outsell albums 10 to one; while at the Birmingham outlet, demand for albums, the real money-makers, is much the heavier.

4) Complete operational freedom. The record department is Griffin's baby, for buying, merchandising, display. He has all the advantages of a second store, with few of the liabilities.

Substantial benefits have accrued to both store owner Watson (left) and lessee Griffin (far left) since leased record department was set up in Watson's store.

Thinking of Taking on Records?

It's a great business—a straight 38 percent margin . . . remarkably stable prices, to an appliance dealer's jaundiced eye . . . liberal exchange privileges on albums that fail to move . . . heavy traffic and fast turn. The product is presold by platter-plugging disc jockeys from Seattle to Miami.

But, warns Bill Griffin, you've got to play it cool.

Be capitalized. Into his new department at Watson TV, Griffin poured 2,000 long-play (LP) albums, 1,800 extended play (EP) albums, 1,000 singles; total wholesale cost: \$8,400. Another \$1,600 went for display racks.

Be objective. Unless you can reach a lease agreement with someone who knows the business, you'll have to do your own buying—and it's on buying that you'll rise or fall. You'll have to learn what, when and how many to buy; and, equally important, when to slack off on a hot seller. Above all, you'll have to swallow your taste and buy for your customers, not for yourself.

Be analytical. Know the elements that sell records in your area—the relative importance of tune and artist, of sound gimmicks and past performance. You'll have to have what the people want. They won't wait 'til you get it.

Be wary. Vertical over-buying is a sad mistake. Even if you manage to turn it all eventually, you're tying up capital needlessly in the meantime. It's easy enough to reorder.

Be humble. There's plenty of help for the novice record dealer who'll accept it. The "Phonolog," supplemented weekly, listing some 675 labels and thousands of titles. It's an indispensable aid for \$24 initially, \$8 monthly.

Previewing need not be hit or miss. For albums, many manufacturers provide new-release services, sending single copies of all albums to be released during the coming month to subscribing dealers. New singles are brought around for previewing by wholesale salesmen.

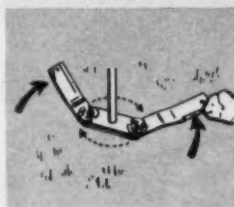
Most music-and-news stations are quick to cooperate with dealers. Many publish periodic "hit parade" lists, which can be valuable buying guides.

Be impressive. Few retail businesses are as perfectly suited to display as records. Beautifully illustrated album covers make stunning, flexible displays on walls, in windows, on counters. Mass record display is easy, cheap, tremendously effective.

Be awake. Pilferage is a problem you'll never completely lick, though watchfulness will keep it down. You can easily lose 40 singles a week to light-fingered music lovers, depending on your location, at a unit cost of 60 cents. So, best add \$25 a week to your cost of doing business. *End*

SELL Certified...

the only appliance-planned power mower with



"Crankshaft Protection" GUARANTEE

...thanks to exclusive Deflector Blade with "hinged tips" that swing back on impact... guaranteed to protect crankshaft from shock or damage for the life of the mower—or shaft fixed free!

PLUS

New Wind-Up Starter Accessory



Nothing to pull... just spin lever and release—engine starts instantly! Now available as an accessory on all walking rotaries. (Included on rider.)

For bigger 1960 profits... sell Certified, the appliance-planned power mower line that gives you a big selling plus others can't: lifetime guarantee against crankshaft damage, eliminating 95% of rotary mower repair! Tell *this* to prospects and close sale after sale. Throughout, a line strategically-planned for easier step-up selling... quality made for trouble-free performance... feature-packed so you can sell more than price alone!

Model 2235
24" deluxe
4-Wheel
Riding Rotary

New Wind-up starter.
Gear-free Planitor Drive.
Quick one-point cutting
height adjustment.
Powerful 4½ h.p.,
4-cycle engine. Positive
blade disconnect.

Model 2227
22" self-propelled Rotary

WITH 2-SPEED "HIGH-LOW" TRANSMISSION... Quick Wheel cutting height adjustments from ⅞" to 3¼". Also Model 2226 with single speed transmission.

Free-Wheeling Rotaries

18" Model 2205
20" Model 2215
22" Model 2225

Reel-Type Mowers

Model 5115 New! 20" Reel with front discharge, side trim, ⅛" cut. Also 18" and 20" rear-discharge reels with "Drive Handle" control.

Get the whole story now. Write for literature and prices. Dept. 14
WESTERN TOOL AND STAMPING COMPANY

World-famous producer of power lawn mowers

2725 Second Avenue, Des Moines 13, Iowa

PAGE 65



It's the girls who're selling the kitchens in Denver . . . and they're getting their training from a distributor who has proved that

Women Are Natural Kitchen Salesmen

TWELVE Denver dealers are cashing in on feminine charms—and a distributor's training scheme—to move kitchen merchandise.

The whole thing started when McCollum-Law Distributing Company blamed slumping orders on the lack of salesmen with kitchen experience. Dealers didn't have the time or facilities to train new personnel. So, McCollum-Law decided to take on the job. Result: a steady rise in kitchen equipment sales for both dealers and distributor. Here's what happened.

McCollum-Law services 12 of Denver's most active appliance dealers with kitchen equipment lines. But, the distributor's kitchen orders were way down and the merchandise just wasn't moving.

J. E. Threlkeld, head of McCollum-Law's Youngstown kitchen division set out to find out why. And it didn't take him long. He and Gale Houston, dealer service representative, made the rounds playing prospects. Call after call turned up the same results.

Salesmen were passing the buck . . .

. . . when faced with customers' questions about kitchen remodeling. Most of them didn't know how to determine a customer needs; meet them with proper equipment, design and price; line up subcontractors; or guard against unexpected profit-killing costs.

Even the stores with successful kitchen sales records (Park Hill Plumbing Company, for example) were having trouble. They found they were short-handed when it came to kitchen merchandising.

Dealers needed expert kitchen personnel badly . . .

. . . Threlkeld diagnosed. But they

couldn't fill that need on their own. It's not easy to find salesmen who can talk kitchens efficiently. The 12 dealers had tried—and couldn't come up with any. A few of them had hazy notions of setting up a sales program. But they just didn't have the time to carry out their plans.

Threlkeld decided the solution was up to McCollum-Law. The distributor could provide a pool of experienced and efficient sales-people in the kitchen merchandising field. And, just to make sure the scheme would work, they would train sales women—instead of men—who could talk housewives' language when it came to kitchen modernization.

Result: a unique training school . . .

. . . was set up at McCollum-Law's headquarters north of Denver. Requirements for trainees were stiff: mature women with long experience in their own kitchens; big-ticket sales experience preferable; plenty of free hours for outside calls; and willingness to spend some time learning the ropes in kitchen equipment and remodeling.

"We were surprised to find that we needed to run only one classified ad," Gale Houston says. "It produced 50 applicants." That was all McCollum-Law needed to pick 12 women who more than filled the bill. (Careful selection paid off at the end of the program. Not a one of the trainees had to be dropped.)

The program lasted three weeks . . .

. . . long enough to give each woman a thorough background in kitchen selling. Factory representatives joined Threlkeld, Houston, and McCollum-Law's home economist in conducting sessions which covered such things as modernization

operations, cost-estimation, presenting the sales story, and good selling techniques.

After their training, the women picked dealers close to their own homes. It was convenient for them, and they understood their neighborhood's financial and space problems. Dealers and saleswomen then proceeded to work out pay schedules together.

In brief, that's how the program was started. Now for some of the results which came about with the new system.

Sales are going up . . .

. . . after only four months. All twelve dealers report improved volume in kitchens. They're building good prospect lists. And there's a generally better sales atmosphere.

Here are some specific examples of kitchen sales successes:

At the store operated by Mrs. Helen Salmon, saleslady Eileen Mowery got hold of a list of prospects who had declared their interest in kitchen. She quickly converted five of them into actual kitchen sales of more than \$3,500.

At Tepper Plumbing Company, four kitchens were sold in the first six weeks. In the next month, seven more were closed. Dealer Gene Tepper found "simply sending someone around to spend the whole afternoon talking kitchens did the trick." Now he's expanding his kitchen display.

All in all, program results have been impressive—for both dealers and the distributor. There hasn't been an avalanche of orders—McCollum-Law didn't expect it. But the women have brought a healthy, steady rise in kitchen equipment sales.

SYLVANIA

3 channel stereo

features precision-engineered

Stereo Extension Speaker Enclosures

built into Sylvania
3-channel stereo
high fidelity
phonographs



MODEL 45C16M—One of the feature models in a full line of full dimension, 3-channel stereo. Like all 1960 Sylvania stereo, the style accent is on the look and feel of fine furniture.

THE PULL-OUT SPEAKER enclosure is a Sylvania exclusive that offers the most practical solution to wide-stereo in a compact, self-contained unit. Each enclosure houses a two-way speaker system that delivers the entire middle- and high-frequency ranges for maximum stereo separation.

Full deep bass is provided from a dual 12"-speaker system enclosed in the basic unit.

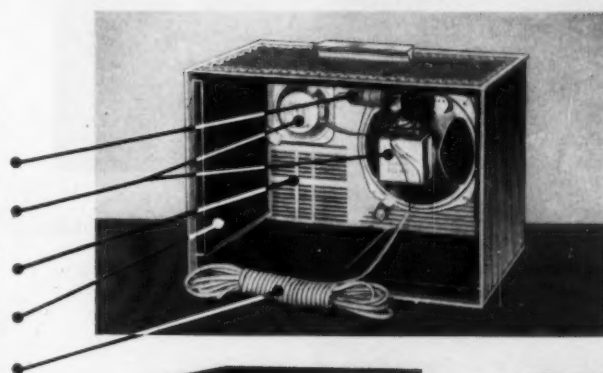
CROSSOVER NETWORK—Special capacitor built into speaker enclosure separates low middle and high frequencies, channeling each to correct speaker for perfect reproduction.

HIGH AND LOW SPEAKERS—Enclosure is complete with heavy-duty 6-inch speaker for low- and mid-range reproduction, and 3-inch high frequency tweeter for higher range reproduction.

tone REFLEX PORT—Attunes high and low speakers to enclosure's acoustical qualities; assures full, undistorted tones; smooths total sound response at lower frequencies.

ACOUSTICAL PADDING—Sound-absorbent acoustical padding lines entire speaker enclosure, picks up and absorbs escaping speaker sounds, provides undistorted sound qualities, insures added depth and realism.

12' AUDIO EXTENSION CORD—Move and place lightweight speaker enclosure up to 12' to right and left of console for best stereo listening location, without disturbing room décor.



MODEL 45C14—A fresh, new approach in stereo that has modern eye appeal. Top-performing stereo—yet it's a compact record changer, dual matching speaker system, and an end table all rolled up in one. There's record storage space, too. Available in blonde, mahogany, or walnut-grained finishes.



SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

Six Ways to Celebrate Your Birthday

When American Coal and Supply Co. of Fort Wayne, Ind., celebrated its 56th birthday last spring the firm invested \$7500 in its anniversary promotion. The result: sales during the month-long event were double those of the preceding month



1. Pick a Theme and Promote It

In today's price-conscious market the idea of "old fashioned bargain days" is a natural for a firm celebrating its 56th birth-

day. American Coal and Supply painted its store windows to publicize the slogan and to ballyhoo individual features.



2. Give Your Store a Festive Air

Derby hats, bow ties, and arm bands were requirements for members of sales force. These helped tie in entire staff with

turn of the century theme and, in conjunction with overhead signs kept "party spirit" alive in minds of prospective customers.



3. Build Traffic With Personalities

Added interest in barbecue demonstration was created by having radio personalities Jack Underwood and Bob Sievers compete with each other for cooking

honors. Tidbits were distributed among large numbers of enthusiastic but hungry visitors who swarmed to store.



4. Try a Premium—and Tie It In

Used car was given away free with every major appliance purchase during birthday sale. Store kicked off this promotion

with parade of cars through town. Naturally, antique car was included to tie in with "old fashioned bargain days" theme.

5. Build Traffic with Store Events

Series of special events were scheduled during anniversary period, including a tulip festival at which TV star Ann Colone

appeared. Other events which were effectively used included an annual rose sale and a Mother's Day gift demonstration.

6. Get Your Money's Worth Out of Your Ads

American Coal and Supply cashed in on its radio advertising by using radio personalities in personal appearances. Here Bob

Sievers, Martin Hunter, Jack Underwood and Bob Chase use a bicycle built for four to draw attention to anniversary sale.



If you buy
or sell housewares
...*this is your show!*

32nd NHMA

National Housewares Exhibit

January 11-15, 1960
(MONDAY THRU FRIDAY)

NAVY PIER *plus*
DRILL HALL
CHICAGO



Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 54, Illinois



from **Hoffman** — the hottest
TV seller of the year

PAN-O-VISION 23

PLUS the most sensational
4th quarter promotion
in Hoffman history!



Hoffman Quality
has earned the
Good Housekeeping
Guaranty Seal.

HOFFMAN PAN-O-VISION • 23 has been leading the field ever since it hit the market. Sales started off with a bang and have been climbing ever since. PAN-O-VISION • 23 is just what the public has been waiting for—a completely new concept in viewing. The all-new 23" (diag. meas.) wide screen shows ALL the picture—from any angle—without distortion. Because there is no lens, reflections and glare are eliminated—dust can't gather.

PAN-O-VISION • 23 is a complete line! HOFFMAN foresaw the great public acceptance of the 23" screen and HOFFMAN was prepared for it. HOFFMAN gives you a full line of top quality 23s—everyone beautifully designed—every one *priced right* for fast sales and high profits.

4th QUARTER PROMOTION A PROVED SUCCESS! Last year HOFFMAN featured a Christmas promotion that was a rip-roaring success. It was the giant bear promotion, which dealers from coast to coast claimed was the hottest in their history. This year HOFFMAN repeats with the bear—but a BIGGER one and a BETTER one. The giant bear this year is a full forty inches high—a \$29.95 seller!

A SURE-FIRE SALES-GETTER FOR THE PRE-HOLIDAY SEASON! Jumbo post-cards, mailing pieces, signs and display pieces and newspaper ads will tell your community about the Big Bear promotion. And you can offer this big \$29.95 cuddly bear FREE to any of your customers who buy a HOFFMAN TV or Stereo set.

ADVERTISING GALORE TELLS THE WORLD ABOUT HOFFMAN! Full page ads in LIFE, LOOK, SATURDAY EVENING POST and GOOD HOUSEKEEPING are telling America about the great new HOFFMAN line. Newspapers, radio, TV and outdoor will send millions more to HOFFMAN dealers throughout the country to see the sensational 1960 HOFFMAN.

HOFFMAN OFFERS NEW PROFIT MARGIN, TOO. The new profit margin is as sensational as the HOFFMAN line itself. It's designed to make every sale count more, put additional dollars in your pocket.

TAKE ADVANTAGE OF THIS GREAT THREE-WAY COMBINATION! The hottest TV and Stereo on the market today—a PROVED Christmas promotion—a profit margin that makes more money for YOU... all this is yours from HOFFMAN!

GET YOUR ORDERS IN NOW! The public knows Hoffman. The public wants Hoffman. Be sure they buy their new Hoffman from YOU!

Call your Hoffman distributor today. Or write Hoffman Electronics Corporation, 6200 South Avalon Boulevard, Los Angeles, California.

World's Finest Quality TV and Stereo.
Hoffman

hot tip for cold weather... SELL COMFORT at a PROFIT

UNIVERSAL with *Electresteen* PORTABLE AUTOMATIC STEAM RADIATOR

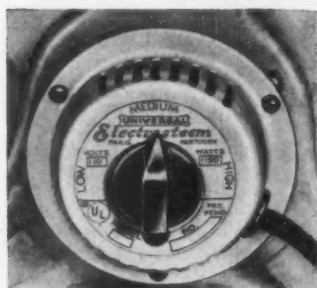


WITH MANY NEW FEATURES!

It's new, it's better, it's even faster selling! The new Universal-Electresteen plugs in like a lamp—and is just as safe! Thrifty, too, costing only pennies a day.

This portable electric steam radiator belongs wherever *extra* comfort is needed in the form of clean, dependable, uniform heat. Has dozens of applications. Ideal for homes (from attic to cellar), motels, summer camps, farm buildings, offices, garages, industrial plants.

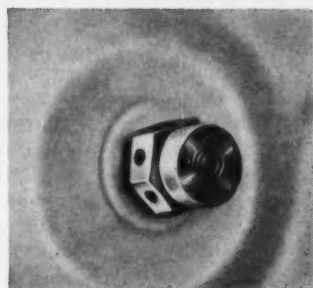
For profits, too, Universal-Electresteen is designed right, built right, and priced right! Heat up the next cold season with sales. Order enough today.



BUILT-IN THERMOSTAT

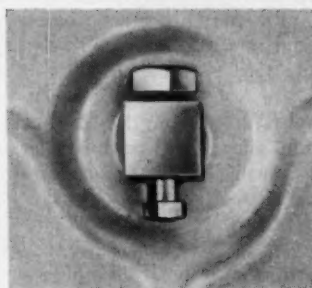
Rugged and accurate. Makes the new Universal-Electresteen Radiator complete in itself.

- New tubular type heating unit. Stainless steel. Heats faster — lasts longer.
- New handsome oven-baked enamel comes in three smart colors — green, walnut and gray.
- No fumes, no open elements, no piping, no noise.



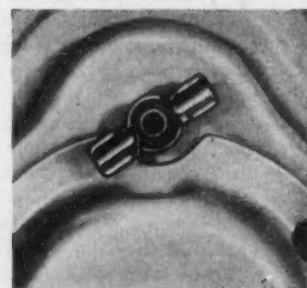
NEW EASY FILL DEVICE

Redesigned to provide closer, more effective control. Result is efficient, *balanced* heat.



NEW DESIGN AIR VALVE

Really new — and conveniently placed where it belongs — close to the top of the radiator.



WATER LEVEL INDICATOR

Finger operated (no wrench required). Provides user with positive water level indication.

- New steel shell is made of the highest grade cold-rolled steel. Treated against rust and charged with rust inhibitor. Transfers heat four times faster than old-fashioned cast iron.
- No attention required after initial filling except water level check every 200 heating hours.

ELECTRIC STEAM RADIATOR CORP.

Paris, Kentucky • Subsidiary of Landers, Frary & Clark



SIX SALES CONTESTS THAT WORK

You can roll your own variations from these descriptions of the basic mechanics of Casino, Football, Treasure Hunt, Marathon, Inter-Dealer and Vacation Trip contests

ENTHUSIASTIC appliance salesmen sell more appliances and make more money for the dealer. As a general rule, an enthusiastic salesman is more loyal and thus labor turnover is kept at an absolute minimum.

Keeping enthusiasm at a high level is the tough part of this principle of successful sales management. Sales contests are usually recommended as a stimulant for an appliance dealer with lagging sales and with an unenthusiastic crew of salesmen.

To be most successful, an appliance dealer's sales contest should be interesting, competitive, and rewarding. Almost all sales contests are competitive and rewarding, but to serve as a strong stimulant to send sales soaring and to pump enthusiasm into the salesmen, a sales contest should be interesting—new and different.

Here are a group of ideas appliance dealers have used for some unusual sales contests for their salesmen:

CASINO This contest requires a minimum of props, yet can provide entertainment and stimulation for all the salesmen. In the

"Casino" type of sales contest, the appliance dealer uses dime store stage money, specially printed contest paper money, or merely writes IOU's to the salesmen for the money they have won to be used at the Casino.

For instance, for each dollar in sales during the sales contest, the salesmen could be given one dollar in contest money. Or, if the contest is run on a point basis, the paper money for the Casino could be distributed at one dollar for contest point.

A miniature roulette wheel is used for the salesmen to bet their money on the different numbers. This brings in the element of chance and gives the sales contest a different twist and helps build enthusiasm in the sales staff.

Some appliance dealers favor having the Casino before a regular sales meeting. They feel that this adds interest to the meeting and further stimulates the salesmen who did not do so well at the Casino. Others favor having the roulette wheel brought out after the regular sales meeting as an entertainment windup of the evening.

Next, a predetermined amount is established for the value of the "contest" dollars.

For instance, each dollar could represent 1¢, 5¢, 25¢, etc. After the sales contest and the roulette playing is over the salesmen can cash in their "contest" money for the amount allowed on each dollar they hold at that time.

This gives an appliance dealer an easy way to control the contest expense. It adds an element of chance to the contest until the final chips are cashed in for real money. And, it usually will lead to some good natured kidding to help build up the spirit of enthusiasm in the entire staff.

FOOTBALL For a fall sales contest, football is hard to beat. One suggestion for using the football theme is to use a football field drawing for a scoreboard for the contest. This type of sales contest lends itself best to team competition and in some organizations the salesmen can be divided into teams representing the local Big Game rivals.

To give this type of contest the full football flavor, all the regular game procedure is followed. For instance, a coin is flipped for the start of the contest. The teams of salesmen select the goals they want to defend and decide whether to kick off or to receive. Team markers in the school colors are moved along the football field as the play progresses.

The distance in the team sales for each day represents the forward or backward progress. For instance, Team A kicks off from their own forty-yard line. The first day's

Continued on page 96

Blackstone Distributor Report

"OVER 10 YEARS OF SOLID BUSINESS RELATIONS WITH BLACKSTONE"



Says
Hank McCullough
President,
S. S. Fretz, Jr., Inc.
Blackstone Distributor
Philadelphia, Pa.

"Sure we want sales records"

says Hank McCullough, "and we get 'em. Of course we want profits, and we get our share with Blackstone. But above all, there's one thing we rate as number one. It's the idea of doing business with a manufacturer who is good to live with over the years. The relationship between manufacturer and distributor must be built on mutual confidence. We have had this fine relationship with Blackstone for more than 10 years."

New Blackstone Wash-and-Wear Pair

Another reason why Mr. McCullough is happy with Blackstone is the popularity of this completely automatic "All-Fabric" pair. The 3 cycle automatic washer has "Locked-in" Wash-and-Wear cycle. Treats wash-and-wear fabrics precisely as fabric makers recommend, automatically. It can make no mistake!

The Wash-and-Wear Dryer has three-position heat selection. A new principle of low heat and high air flow dries all fabrics wrinkle-free like a summer breeze. Stunning matching pair with stainless steel or white Epon enamel tops.

See the complete new Blackstone line . . . budget wringers through deluxe automatics—gas and electric dryers.

Dealers: If you're having service trouble with your present line, get the service-free profit picture from your Blackstone Distributor.



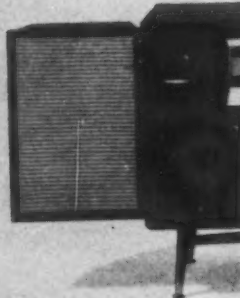
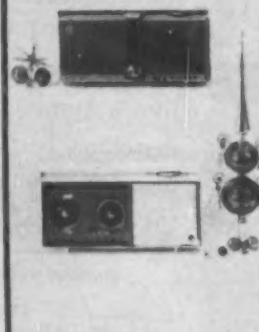



Distributors: Some territories available. Write Blackstone Corporation, 1111 Allen Street, Jamestown, N.Y.

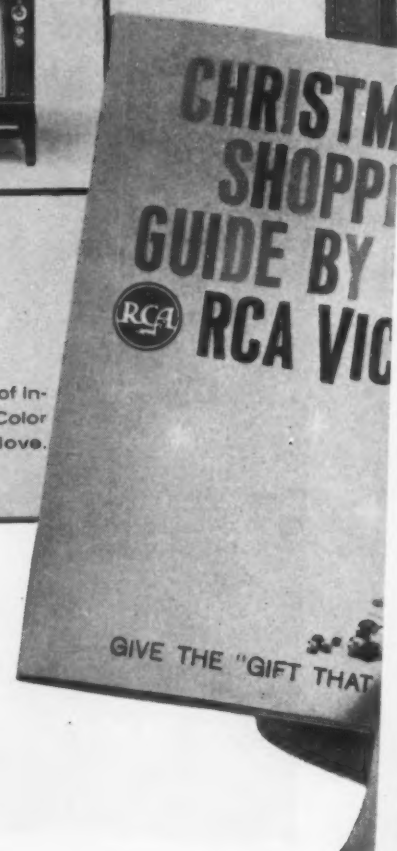
STEP AHEAD WITH
Blackstone

AMERICA'S OLDEST
WASHER MANUFACTURER
SINCE 1874

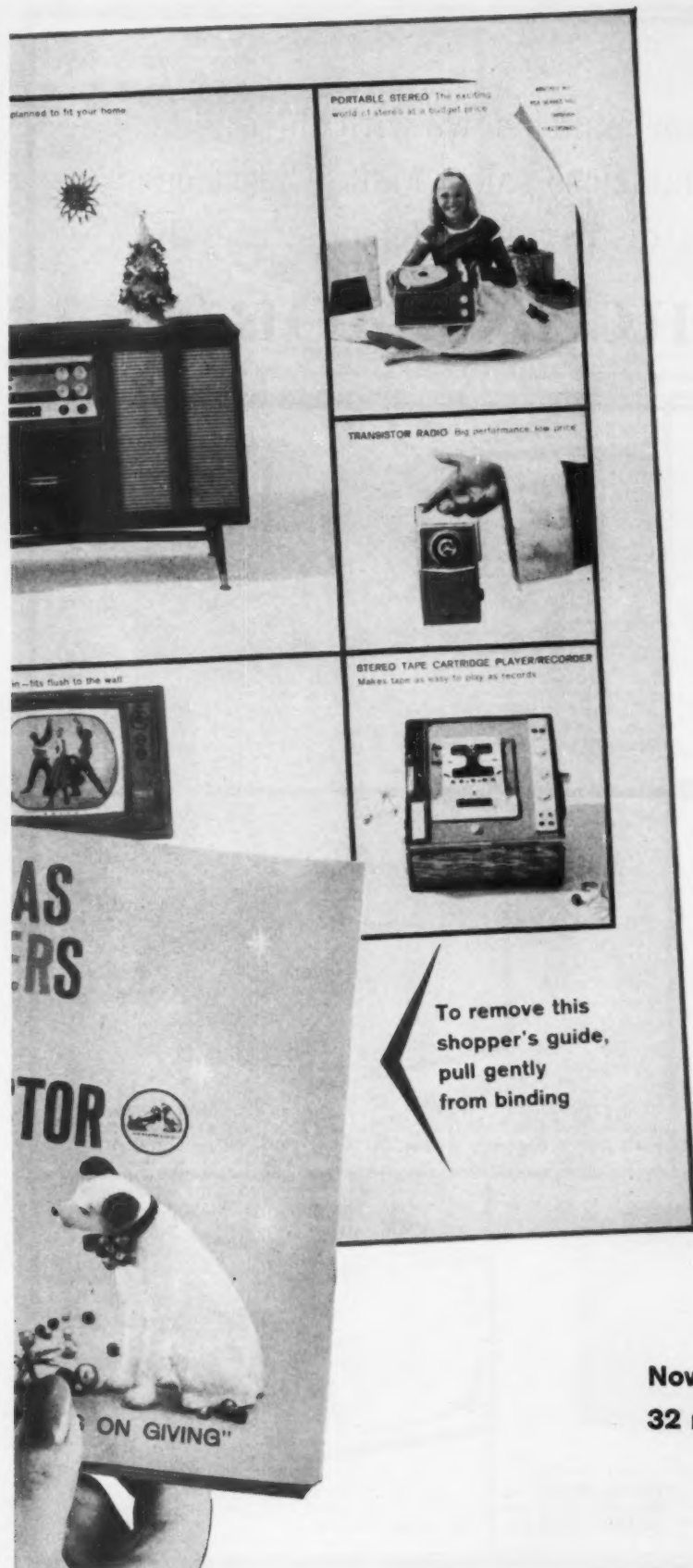
RCA VICTOR

CHRISTMAS

<p>TV SPORTABLE The perfect portables — the perfect second set.</p> 	<p>HIDEAWAY TV First TV that rises out of a table.</p> 	<p>STEREO HIGH FIDELITY Stereo the experts choose — and it's RCA.</p> 	
<p>CORDLESS TABLE RADIOS Look like table radios — act like portables.</p> 	<p>REMOTE CONTROL TV TV new models that tune from your easychair.</p> 	<p>"LIVING COLOR" TV Most advanced Color TV ever.</p> 	
<p>RCA Victor has a gift for making people happy</p> <p>Make your Christmas shopping easy — take this handy guide along. It's full of information about RCA Victor's Newsmakers of 1960 in black and white and Color TV, radios and Stereo High Fidelity. There's a gift here for everyone you love.</p>			<p>MURAL TV Pick Color or Black-and-White TV that builds.</p> 



NEWSMAKERS!



RCA Victor does it again!

A brand-new version of the hardest-hitting, hardest-selling Christmas ad in the history of the industry. A full-color, 2-page LIFE spread plus a full-color, 12-page, pull-out-and-save Shopper's Guide filled with RCA Victor's Newsmakers in TV, Stereo, radios and Stereo Tape Cartridge Player/Recorders. It's like having every reader of LIFE in your area come in for a personal tour through your showroom! This is the kind of advertising support that moves merchandise. This is the kind of advertising support you've asked for. This is the kind of advertising support only the industry leader can give you!

Now turn the page and see some of the products
32 million readers of LIFE will be shown



RCA VICTOR

CHRISTMAS

In TV—Stereo—Radios, RCA Victor makes news with the styling that opens eyes—the features that close sales. Make Christmas selling easy for yourself. Stock, display and demonstrate the RCA Victor Newsmakers!



RCA VICTOR
RADIO CORPORATION OF AMERICA



Specifications subject to change. *RCA trademark for record and tape players.



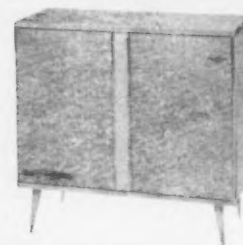
Deluxe transistor radio is finished in rugged simulated pigskin: White, Charcoal or Saddle Tan. A Christmas natural! *The Monaco* (Model T2).



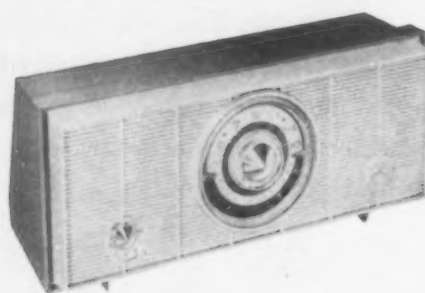
Deluxe 8 transistor portable. Uses penlight, mercury cells, or plays 5 years with rechargeable batteries and new recharger. "IMPAC" case. 3 colors. *The Hawaii* (Model 1T4).



TV and Stereo Hi-Fi that are style-matched to let you make a big combination sale. The TV, *The Montgomery* (210-K-40), has 262 sq. in. picture, 21" tube (overall diagonal).



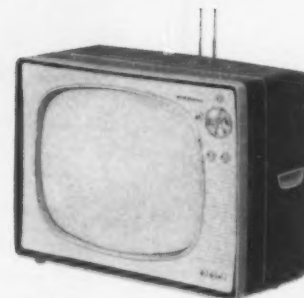
Its 3-speaker sound system can serve as the second speaker for the "Victrola." **The Mark XXII* (Model PM22). Or stereo can be enjoyed with the 4-speaker system in the "Victrola" itself.



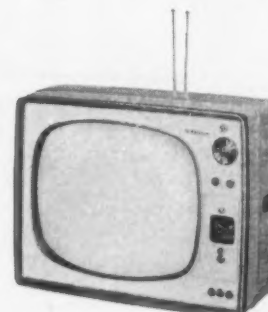
Dual-speaker table radio gives room-filling sound. Pull-push on-off and volume control, Security Sealed Circuits, "Golden Throat" tone, fashion finished back, 3 two-tone colors. *The Starfire* (Model X3).



Clock-radio with exclusive "Filteramic" antenna. New RCA Victor development gives virtually static-free AM reception. Clock-radio calls at 8-minute intervals. *The Sandman* (Model C4).



Remote Tote-able TV. It's table TV—it's portable—it tunes by wireless remote control. Has the picture and sound of a big set, too! Front tuning and sound. Built-in telescoping antenna. *The Modernette Tote-able*.

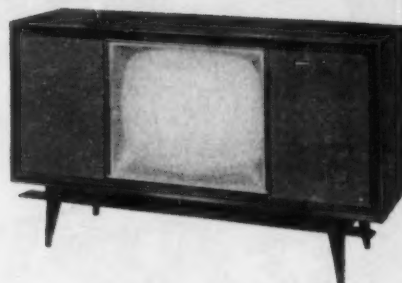


Ideal for bedroom—or any room. This RCA Victor is a Clock TV. Turns itself off at night, turns itself on in the morning. Built-in telescoping antenna, recessed handgrips, finished back. *The Albright Tote-able*.

NEWSMAKERS!



Budget-priced complete stereo system. 4 speakers. Companion speaker system is contained in "Lift-away" lid. Easy to carry—easy to sell. (Model SES4.)



Complete home entertainment center! Finest giant screen TV, 25% brighter picture. 4-speed "Victrola" stereo. Stereo-AM-FM radio with separate circuits and tuning. 6 speakers. Stereo tape and companion speaker jacks. Simplified master control panel. *The Rockland.*



Biggest picture in TV today. A giant 332 square inch viewable picture from a 24" tube (overall diagonal). This Newsmaking console is the RCA Victor *Bridgeport*.



Compact 3-unit stereo in superb Danish modern styling. 5 speakers, 3-in-1 supercharged chassis, 87 watts, visual balance control, master control panel. *Mark XVI (PS16).*

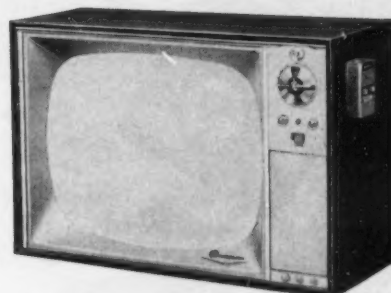
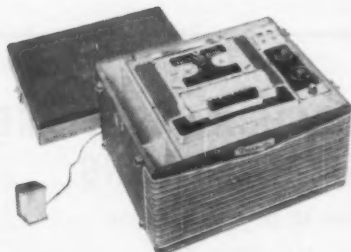
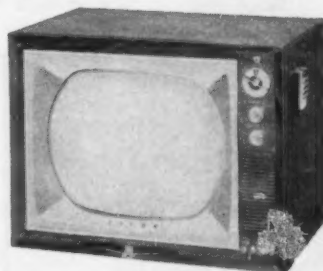


Table TV that tunes by remote control. All new "Wireless Wizard" is first "complete-off" remote control. Turns set on and *all the way off*, changes channels, provides all level volume control. *The Owens.*



Tape Cartridge Player/Recorder—another first from RCA Victor. Monaural playback and recording; new tape cartridge is easier to play than records. Plays and records up to 2 full hours on a single cartridge. (Model CP1.)



Remote control Color TV. New "Wireless Wizard" electronic remote control does all tuning jobs—demonstrates itself. Sell this as the family Christmas present. *The Abbott.*



Console TV that swivels to face where you sit. Modern styling—25% brighter picture, greater contrast. Display now for Christmas selling. *The Ashland.*



LAST CALL

for Your New

OPERATION SNOWFLAKE PROMOTION KIT!

Send for it today
— use it to sell more
Major Appliances

This 51-piece kit of colorful display material includes a spectacular 6-piece mobile unit... together with a lot of ideas for doing a bang-up job arranging eye-catching product displays. It's a complete sales promotion and advertising kit full of literally everything you will need to tie your store in with the big and powerful "Operation Snowflake" national program... the most consistently successful of all Major Appliance merchandising events.

ORDER YOUR KIT TODAY. Just send your name and business address, along with \$1 check or money order (less than half of what it cost to produce) to:

Snowflake Headquarters
Box 8050
Miracle Mile Post Office
Minneapolis 16, Minnesota

USS United States Steel
TRADEMARK

Tie in with

**USS OPERATION SNOWFLAKE
1959 ADVERTISING**

The U. S. Steel Hour
Daytime TV
Newspapers
Radio



*The largest quality audience
available wants still better
products...and RCA Victor uses
Reader's Digest to pre-sell them*

For its newest "Living Color" and portable television sets, RCA Victor has found a *proven* way to bring more prospects for top-of-the-line products into your store:

This year RCA Victor has strengthened its Christmas selling campaign by advertising in *Reader's Digest* with pages in the November and December issues presenting Thin Twin Portables and "Living Color" TV to 35,000,000 people.

These are the millions who are constantly *trading up* — families that always net dealers the *highest profits* because they prefer and are able to buy quality products.

The RCA Victor message will be exposed to Digest readers *every day* throughout the holiday season — for the Digest has the longest reading life, for each issue, of any

magazine covered in national research studies.

That's just one reason you can expect to increase your profits from RCA Victor TV set sales this year. Here are a few more:

- ★ The Digest reaches more TV set buyers and owners than any other magazine. (More in your area, too.)
- ★ Digest readers buy nearly twice as many new or replacement sets as the readers of any other magazine.
- ★ And more Digest readers can afford a second, or even a third set.
- ★ People know that when a product is advertised in Reader's Digest they can rely on it. Digest advertising carries with it an atmosphere of believability.

Repeatedly, these unusual qualities of Reader's Digest, added to a great name in appliances, have touched off new highs in dealer sales and profits.

Be ready to take delivery on more RCA Victor television sets for Christmas... have the inventory you'll need — to make all possible sales when Digest readers start coming into your store.

People have faith in...

Reader's Digest

Largest magazine circulation in U.S.
Over 12,000,000 copies bought monthly.

"TUBE INVENTORY DOWN 30%,

...from using General Electric's **PROFIT*** Program.
That's the dollar-saving, income-building record of Chicago
partners Robert Knudsen and Harold Russell!

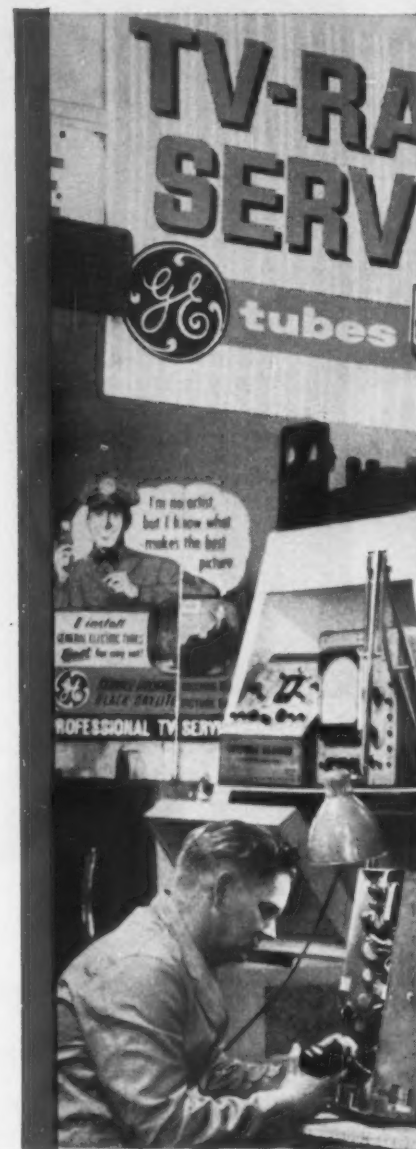
* Programmed Replenishment OF Inventory Turnover

"We're moving more tubes than ever, with a stock one-third less. Inventory turnover is that much higher, which shows in increased profits." The two busy partners of Tel-Rad TV Sales-with-Service, 5839 Belmont Ave., Chicago, name this as their principal benefit from General Electric's new PROFIT* Program.

Another big saving—space! The compactness of the General Electric Inventory Rack means that a service dealer can do away with 50 to 60 feet of shelving. Furthermore, the attractive, organized display of tubes gives the shop a modern and professional-looking appearance.

Knudsen and Russell add, "Now our tube stock's geared to our needs. And it stays that way—plenty of fast-selling types, a minimum of slow movers. The distributor's weekly re-order visit takes care of everything." No stock-taking or clerical work by the partners is involved. This saves them time for profitable repairwork.

You too can increase turnover and boost income with General Electric's new PROFIT* Program. Available with the purchase of tubes from your G-E tube distributor. See him today! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*



TEL-RAD'S SERVICE WORK

doesn't stop while tube stocks are being checked. Here Richard Schlueter (facing rack in picture at left), salesman for Melvin Electronics, General Electric tube distributor, inspects the PROFIT* tube inventory for types to re-order. Schlueter does this job weekly, handling all routine and paperwork—thus saving valuable time for Knudsen and Russell.



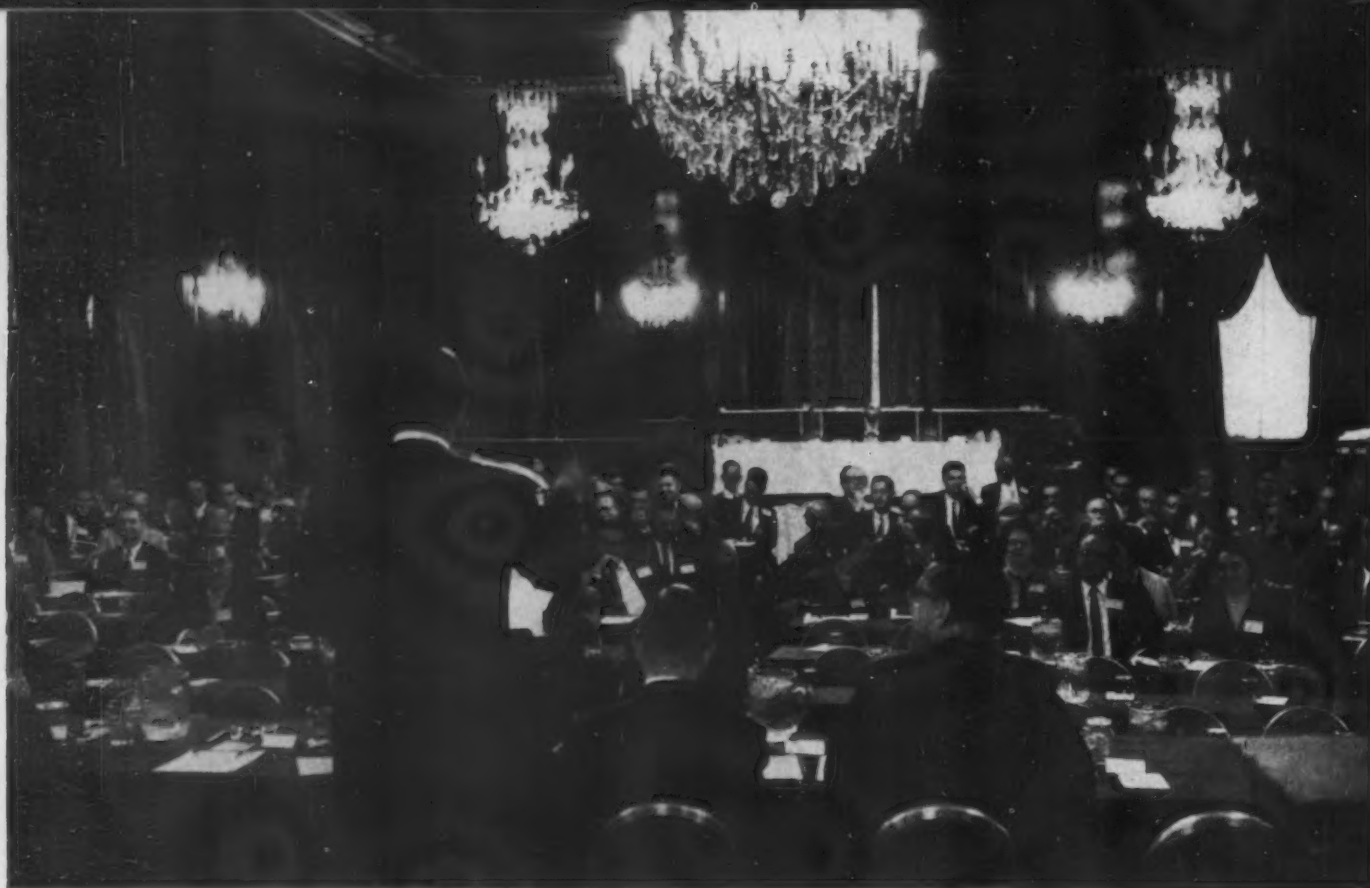
OUR SALES ON THE INCREASE!"

The photograph shows a man in a light-colored shirt working on a television set on a workbench. Behind him are shelves filled with numerous small boxes, likely containing tubes. Above him are large signs that read "TV-RADIO SERVICE" and "GE tubes". To the right, a sign says "Best for any set!". On the left, there are more signs, including one that says "TV RADIO SERVICE" and another that says "WHAT! NO TV?". The overall scene is a workshop or service center for television and radio equipment.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

2-111-223



No Machine Is Perfect!

And the sooner we make the customer realize it, the better off we'll be, say participants in AHLMA's annual parts and service conference, above.

A MAYTAG owner recently wrote the Maytag factory a calm, reasoned letter relative to a service problem she had. She felt the factory should replace a malfunctioning part. It was a factory-original part—a drive belt to be exact. It had failed. She had the machine for thirty years. This was the first problem she'd had. Otherwise, she was happy with the machine.

The lady really thought that Maytag should replace this belt free of charge!

This is probably the *real* service problem. At least, the industry people in attendance at the seventh annual AHLMA industry-wide parts and service conference thought so. Again and again, speakers mentioned the automobile business, which is in an enviable position regarding service: People expect cars to break down.

And again and again, the AHLMA speakers rued the day the appliance industry had started selling white goods with a "they'll last forever" pitch.

This particular chicken has come home to roost, of course, because of the increasing complexity of the machines. This is no secret. Everybody knows it. Nobody seems to be doing much about it for a simple reason: There is nothing anyone can do to eliminate the need for eventual repair and maintenance of home appliances.

D. W. Lynch, an engineer from G-E,

If a product has this number of parts	and each part has a reliability of			
	99.0%	99.9%	99.99%	99.999%
	then the product will have a reliability of			
10	90.4	99.0	99.9	99.99
100	36.6	90.5	99.1	99.9
250	8.1	77.9	97.5	99.8
500	1.0	60.6	95.2	99.6
1000	0.0	36.7	90.6	99.1
10000	0.0	00.0	37.2	91.2

presented a simple chart that clearly and ominously provided concrete evidence on the inevitability of eventual service problems. The chart is shown on this page. Here is one hypothetical example from Engineer Lynch's talk: "Given parts with 99.9 per cent reliability, (one in a thousand will fail) a machine with 500 such parts would have a 60.6 per cent reliability. Read the other way, that's a 39.4 per cent failure rate."

Take it one step further and get parts with 99.99 per cent reliability. A 500-part machine in this case, where only one in ten thousand parts will fail, still achieves

only a 95.2 per cent reliability. Five per cent will fail."

According to Lynch, the typical automatic washer has 500 parts, excluding standard hardware.

And according to Lynch, achieving 99.99 per cent reliability is expensive.

Once beyond this central problem, the AHLMA meeting grappled quite honestly with some of the surface irritations connected with the servicing of appliances. George Johnston of Minneapolis, Minn., probably boiled them down the best. They are, at the moment, poor labeling, poor service accessibility, lack of common-sense, standardization, wiring diagrams that can get lost, hasty introduction of new designs, lack of built-in instructions, and unnecessary face-lifting of annual models.

Chances are that in at least some of these areas, something can be accomplished. At least, indications at the Chicago meeting were that the AHLMA committees concerned were ready to try to achieve some results with the more practical suggestions made.

But the meeting did nothing to alter the hard, cold fact that machines aren't perfect and never will be. It did make a start at telling the customers about it.

Which is probably the only solution.

It's called education.

End

what does *REA* mean to you?



ONE THOUSAND RURAL ELECTRIC CO-OPS SERVING 20,000,000 CONSUMERS

Plenty if you are selling electric appliances or equipment in any of the areas colored on the map. That's where 1,000 REA-financed rural electric systems are serving almost 5,000,000 buying units—almost 20,000,000 rural people.

We know those scattered rural people are hard to reach through conventional sales programs. That's why we have developed our unique programs to make dealer sales easier and more profitable.

DEALER AND CO-OP

The rural electric co-op has developed countless ways to help dealers sell: direct mail help, consumer premiums, free displays, free installations, prospect lists, easy financing, traffic building, etc., etc. A call on the electric co-op opens the door to all these sales aids that get customers into the store and make it easier for them to buy. (When you call, remember that the local rural electric co-op is locally-owned, locally-controlled . . . The government holds the first mortgage, that's all.)

DISTRIBUTOR PROGRAMS

A check with your distributor will probably reveal that he and your manufacturer have a 1960 "REA" program to back you up. They are probably scheduling ads in our publications—which are owned and read by those co-op members in the rural areas around your town. You'll want to make certain that your name is listed with those ads—and that the ads are

planned to take advantage of the promotions in your electric co-op.

Your distributor can also help you in setting up special programs to take advantage of rural electric co-op promotions scheduled for your particular area and can supplement factory ads with specials in your own state.

Leading manufacturers of electrical appliances have been working with the rural electric co-ops to set up realistic promotions that will actually help the dealer . . . national promotions so the manufacturer and distributor can give you full advertising and promotion support . . . hard hitting promotions to make sure your cash register rings. (After all, kilowatt hours aren't sold until you sell an electricity-using product.)

The first such national promotion came in 1959—with many electric co-ops giving free electric housewares (worth from \$20-\$60 at retail) to member-consumers who purchased a freezer.

1960 NATIONAL PROMOTIONS

1960 will be a big year in the "REA" field with extensive celebrations of the 25th anniversary of the program. Three national promotions are already set. In February and March, free installation of dryers, water heaters and ranges will be offered. In May and June, Silver Jubilee coins worth up to \$25.00 in cash will be given to members—and the co-ops will pay the dealer cold cash, in full, for those coins he

redeems. In the Fall there will be a promotion of housewares—together with state and local promotions of ranges and dryers.

LOCAL, STATE PROMOTIONS

These national promotions are only the beginning. Your electric co-op and your state association will have promotions year-round, promotions designed to help you sell when rural people in your area are most ready to buy.

RURAL ELECTRIC CONSUMER PUBLICATIONS

These are published by 27 state associations of rural electric cooperatives and tailored especially for the electric co-op members. If you are not receiving the consumer publication in your state, write us for the name and address. (Or suggest to your distributor that he get in touch with the state association in your state. He can get the details from us.)

You'll want to keep up with your state's rural electric consumer publication. It's reaching those customers of yours out beyond the city limits, selling your products, opening the way for easier sales. It gives your manufacturer a way to set up advertising and promotion programs that have an immediate effect on your sales.

These are publications that are owned and controlled by the readers, publications with 2,400,000 circulation but localized to the county level, publications that the reader-owners look to as reliable buying guides.

27 PUBLICATIONS SELLING THIS SPECIAL MARKET

Alabama Rural Electric News • Rural Arkansas • Colorado Rural Electric News • Rural Georgia • Illinois Rural Electric News • Indiana Rural News • Iowa Rural Electric News • Kansas Electric Farmer • Rural Kentuckian • Rural Louisiana • Mississippi Rural Electric News • Rural Electric Missourian • Montana Rural Electric News • Nebraska Electric Farmer • New Mexico Electric News • (North) Carolina Farmer North Dakota Rural Electric Magazine • Northwest Ruralite • Country Living (Ohio) • Oklahoma Rural News • South Carolina Electric Co-op News • South Dakota High-Liner • The Tennessee Magazine • Texas Co-op Power • Rural Virginia • Wisconsin REA News Wyoming Rural Electric News

Write us for further data, names, addresses.

Rural Electric
Consumer Publications
The Shoreham Building,
Washington 5, D. C.

RECP

THE MARKET IS BIG

A National Rural Electric Cooperative Association survey in July-August 1959, revealed both saturation figures and plans to buy of the 4,600,000 rural buying units then served by the 1,000 REA-financed electric co-ops. Based on actual in-the-home calls, the survey figures reveal the following saturations and buying plans for the next 12 months.

Product	Now Have	May Buy	Will Buy
Electric Ranges	1,900,000	445,200	113,400
Refrigerators	3,780,000	201,600	100,800
Freezers	2,030,000	592,200	168,000
Water Heaters	1,680,000	449,400	130,200
Dryers	480,000	453,600	126,000
Air Conditioners	440,000	340,200	71,400
Electric Heating	390,000	239,400	46,200
Frypans	1,530,000	474,600	79,800
Mixers	2,650,000	281,400	54,600
Electric Blankets	910,000	420,000	79,800

For further details on these and other products and the survey methods, write us. (Dealers will find most co-ops have local survey figures; distributors in many cases can secure state figures.)

NORGE **AUTOMAT** **WARR**

WITH NO ADDITIONAL

**On All Norge Dryers ...
a Written Promise
of Trouble-Free
Performance No Other
Appliance Manufacturer
Dares Make!**



JUD SAYRE, President
Norge Sales Corporation

*Motor protected by full one-year warranty

AUTOMATIC AND WRINGER WASHERS • REFRIGERATORS • FREEZERS • GAS AND

5 YEAR ELECTRIC DRYER WARRANTY*

OBLIGATION FOR DEALERS

**Here's Why NORGE and
NORGE Alone Can Offer
Such Blanket Protection!**

Guaranteed Rust-Proof!



Special processes perfected by Norge insure full protection against rust. Every Norge dryer cabinet carries written rust-proof guarantee which assures repair or replacement of any rusted parts.

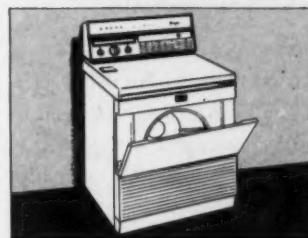
Failure-Proof Engineering!

And the latest scientific manufacturing techniques assure the greatest possible life-expectancy, and the finest performance in the industry... all made possible by the vast resources of Borg-Warner-Norge research, testing and engineering laboratories.

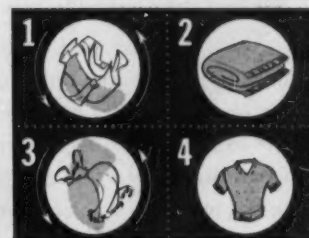
Service-Free Dryer!

No paper claim...but recorded fact! Proven by actual records! Service incidence has been so slight over the last 5 years that Norge and only Norge, can offer this fantastic protection! Another giant payoff on Norge Creative Engineering for Sales!

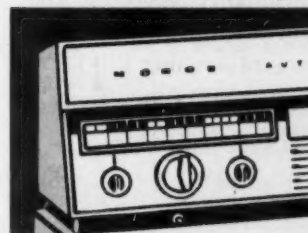
**All this Protection Plus the Greatest Array
of Labor-Saving Features in Dryers Today!**



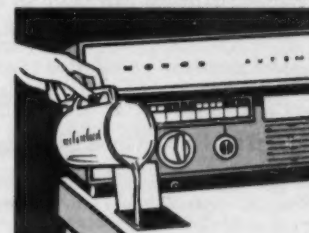
3-POSITION HAMPER-DOR
It's a clothes chute, sort 'n stack shelf, opens for basket loading.



4-WAY DRYING with or without heat; with or without tumbling for safest, most wrinkle-free drying!



WASH 'N WEAR CYCLE dries wash 'n wear fabrics wrinkle-free! Saves messy drip-drying!



AUTOMATIC SPRINKLER dampens clothes right in the dryer for quicker, easier ironing.



NORGE Creative Engineering for Sales

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Ill. In Canada: Moffats Limited, Weston, Ontario. Export Sales: Borg-Warner International, Chicago 3, Ill.

ELECTRIC WASHER-DRYER COMBINATIONS, DRYERS, RANGES, WATER HEATERS

In the New York market appliance independents still lead in sales

In the sale of eleven major appliances, neighborhood dealers are ahead of all other outlets by wide margins.

Source: Profile of the Millions—2nd Edition, a massive study of the New York City and suburban markets. Ownership, place and time of purchase of eleven appliances and automatic home heating are reported. Call any News office for a presentation.

The independent appliance dealer is still the fair haired boy in the New York market. His accessibility, responsibility, convenient service and credit make him the major merchandiser for the area.

However, discount houses, department stores, appliance chains, and house-to-house salesmen also account for a sizeable volume of appliance sales.

With so many, and such diverse outlets, The News is the indispensable medium in New York. No other is big enough, strong enough, to get brand recognition at the local dealer's, to lure tens of thousands of women to midtown stores or outlying shopping centers, or to get enough reception for your salesmen.

The News has not only quantity but quality—more high incomes, families with children, home owners, suburbanites, can offer so many quality prospects. And because The News is read every day, it affords you the greatest assurance that your advertising will be seen, read, and given the opportunity to sell.

Any News office can give you the whole story.



THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

**CHECK THESE OUTSTANDING
KITCHENAID PORTABLE
DISHWASHER FEATURES**

Service for ten and more	*
No hand-rinsing	*
Revolving power wash and double rinses	*
Self-cleaning dual strainers	*
Sanitized hot-air drying	*
Dual fill-drain connector	*
Exclusive start control	*
No installation or plumbing expense	*
Guide bar for easy movability	*
Toe space all around	*
Rolls easily—over carpets, too	*
Sectional top racks	*
Cool, quiet operation	*
Costs less to operate	*

**with KitchenAid
dishwashers
you sell the same
top-performance features
...portable...or built-in!**

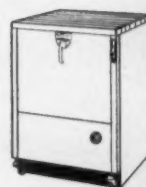


KitchenAid KD-2P, top-loading portable

KITCHENAID PORTABLE GIVES DEALERS A PLUS SALES POTENTIAL

Anyone can enjoy the freedom from dishwashing drudgery that automatically goes with owning a KitchenAid dishwasher. Up until now it was not practical for the non-owning homemaker to have an automatic dishwasher because of installation expense. Now it is not only practical; it is economical. With KitchenAid's full line there is a KitchenAid for every kitchen, either portable or built-in. Permanent installation is not needed with the portable...and it goes with the family when they move.

See your KitchenAid distributor for a complete package of advertising, promotion and display material.



Convertible-portable

KitchenAid KD-52P, front-loading convertible-portable—for your customers who plan to build or remodel but don't want to wait until then for a KitchenAid. Today it's a smooth-rolling portable with hard maple cutting top. It hooks up in seconds...can be converted any time for permanent installation.

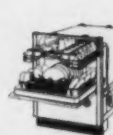
Whether permanently installed or portable, every KitchenAid dishwasher has the same superior qualities. An unmatched record of customer satisfaction has truly made KitchenAid—the dealer's dishwasher. The Hobart Manufacturing Company, KitchenAid Home Dishwasher Division, Dept. KEM, Troy, Ohio.

KitchenAid®
the dealer's dishwasher

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



Free-standing



Built-in



Dishwasher-sink



Counter-height

GECC helps you KEEPS YOUR CUSTO



FIRST SALE...

Vic Blood sold customer a washer.



SECOND SALE...

Just six months later, he sold her a dryer by using GECC's "Add-On" Plan!

sell— MERS COMING BACK!



THIRD SALE...

And nine months later, he sold her
a range... using "Add-On" again!

New York dealer reports 43% "ADD-ON" SALES with GECC Progressive Sales Plan!

You can make repeat customers of first-time buyers, just as Vic Blood of LeRoy, N.Y., did! Vic saw his sales climb, saw satisfied customers come back to buy again and again... with these results 43% of his time sales were "Add-On" Sales!

With GECC's "Add-On" Plan, your credit customers do not "shop around"... They are encouraged to return to YOUR STORE.

Thousands of other dealers from coast to coast have used GECC's "Add-On" Plan to develop repeat business *automatically*. GECC dealer-oriented, customer-focused plans create real buying appeal... bring back customers for those all-important "extra" sales.

Most of your best prospects are your present customers! GECC helps you sell... sell... sell! Let us show you how! For more information on the "Add-On" Plan and on other *keep-your-customer* plans—call your GECC office today!

**GENERAL  ELECTRIC
CREDIT CORPORATION**

Serving General Electric and Hotpoint dealers with Inventory and Time Sales Financing for over a quarter century

QUESTION:
for smaller
dealers

WHY IS IT IMPORTANT TO YOU THAT
PROCTOR IS THE RECOGNIZED
"SPECIALIST" IN TOP QUALITY
IRONS AND TOASTERS?

ANSWER:
for smaller
dealers

PROCTOR

as a "specialist"—with all the techniques
and facilities for low cost production—

**IS THE ONLY FAMOUS BRAND
WITH A REAL PROFIT PROGRAM
EXCLUSIVELY FOR SMALLER DEALERS**

Proctor keeps smaller dealers "competitive" even at today's discount prices!



More small dealers, more large dealers,
more distributors, in every class of trade, are
buying and selling more Proctor products
then ever before... *with profit!* Remember, too,
that Proctor Irons and Toasters are the best

advertised in America. So — now's the time to get your share of
Proctor profits... *buy now for the peak selling season just ahead.*

Call, write or wire collect to your PROCTOR distributor... or
Proctor Electric Co., 700 W. Tabor Rd., Phila. 20, Pa. • GL 5-8500

Radio in Mexico

STORY STARTS ON PAGE 54

come levels, want the radio as a second outlet around the house or as a wedding gift or some other gift. Teenagers are big buyers.

Station XEDF, while most of its sales are by the Vespa delivery wagons, gets many sales right from the office. An appliance dealer with a store on the first floor of XEDF's building (not owned by the station) has cashed in on the heavy advertising by disc-jockeys. As listeners climb the stairs to buy their radios, the dealer has set up a stand where he sells G-E radios for the same price, 159 pesos (around \$12). But, the G-E radios are only 4-tube. The dealer says he siphons off some 10 sales a day from the station even though the station has enormous arrows and signs pointing up the stairs to their sales outlet.

Sidelight To Sales

Interesting sidelight: The box the radio comes in has a "warning" for users to always remove radio before playing. Over-cautious servants and country people were leaving the radios in the boxes, cutting out the fronts to move the dials. This was done for protection of the plastic body. For many Mexicans the purchase of the little radio is a big deal similar to an American family's purchase of a car and they want to keep the radio looking good for a long time. There was only one catch: playing it in the box sometimes caused the plastic housing to melt into a mishapen mass. *End*



"SOMEHOW MR. SMITZ I'VE LEARNED TO DISCOUNT EVERYTHING YOU SAY"



FD-96

Fastest drying known! 27 minutes or less!

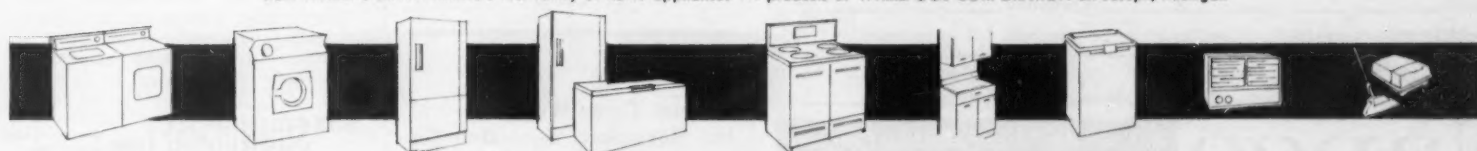
This super-speed RCA WHIRLPOOL gas dryer gives the fastest drying action known... drying a full 20-lb. load in less than 27 minutes, and like other RCA WHIRLPOOL dryers it's self-setting! At the turn of a dial, it sets the correct temperature, drying and cooling-fluffing time... then shuts itself off when clothes are "dry enough",

all automatically! Eight automatic cycles assure better, safer drying for any fabric from daintiest sheers to huskiest dungarees including wrinkle-free drying of wash 'n wears. Have the sales advantage of super-speed gas drying plus the faster-than-normal drying found in all RCA WHIRLPOOL dryers.

Call your RCA WHIRLPOOL distributor

Whirlpool DRYERS

RCA WHIRLPOOL... America's first family of home appliances... products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



SWING-A-WAY AUTOMATIC-ELECTRIC CAN OPENER and KNIFE SHARPENER starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans . . . leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. **\$27.95**
SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI



THE PUBLIC'S CATCHING ON:

... and they're beginning to see through wild trade-in deals. This year, several leading national chains will tell the public that allegedly high trade-in allowances mean a higher original list price. This is another good reason why all appliance dealers should have, and use, an authoritative trade-in guide when discussing trade-ins with customers. Just off the press with up-to-date prices, the NAPCO 1960 Blue Books include all major white goods and TV models, 1948 through 1959. Use the handy coupon to order your copies now.

Please send me:

- ☐ Pair of Blue Books: Home Appliance (White Goods) and TV 1 pair \$10.00 ea.
2 or more \$9.00 ea.
- ☐ Copies, '60 Home Appliance Blue Book 1 copy \$7.50 ea.
2 or more \$6.50 ea.
- ☐ Copies, '60 TV Blue Book 1 copy \$5.00 ea.
2 or more \$4.50 ea.

NAPCO will pay postage and handling charges on all prepaid orders.

Name _____ Company _____

Address _____

City _____ Zone _____ State _____

Napco National Appliance Publishing Company
INCORPORATED
5004 McKenna Road, Madison 4, Wisconsin

100 Calls

STORY STARTS ON PAGE 58

the user" made many calls worthwhile.

Used as a "hook" were specials on TV, refrigerators, automatic washers, etc., with prices low enough to hold the listener's attention at least momentarily. On most calls, the Fraser & Taylor salesmen explained that the store had carload buys on several appliance items and quoted spectacular savings. This element proved to be less important as time went by, particularly where old customers, long satisfied with one particular brand, were contacted.

Salesmen Sell Outside, Too

"Telephone calls are by no means the complete answer," Taylor said. "For one thing, we found that sitting at the telephone desk hour after hour was a nerve-racking task. Consequently, we encouraged plenty of coffee breaks, pauses to smoke a cigarette, and even a walk around the block now and then, to clear the cobwebs. Wherever a salesman felt that the prospect on the phone at the moment was a hot one, he was perfectly free, of course, to jump in his car, go direct to the house and bring the prospect in. Even during the busiest telephone season, our men average two or three outside calls per day, most of which develop directly from a telephone call."

The System Pays Off

Net results, from a continuous telephone bombardment which has lasted over 3½ years, include an overall sales increase of around 25 percent over the best years "sale outside", a sharp drop in selling costs, which, of course, benefits the salesmen directly in a wider spread between their own operating cost and take-home pay, familiarizing many thousands of homeowners with the Fraser & Taylor name, and, finally, continuous contact with old customers which help to maintain good will and "keep the old timers coming back." *End*

In Just Three Weeks
On November 23, watch for the first issue of

M-WEEK

For extra large, heavy cabinets



you need a **Caster X-75**
TWO-PIECE TRUCK
\$6000 PER PAIR
including straps

These rugged all steel, heavily reinforced two-piece trucks are indispensable for handling tall cabinets that won't clear doorways when tipped. Ideal for the largest, heaviest freezers, ice cream cabinets, refrigerators, ranges, etc. One truck has ball bearing swivel casters to facilitate guiding and right angle turns. Except on stairs or when loading, one man can handle. Capacity 1500 lbs.

NO. 102 BALANCE TRUCKS
Lift and Carry the Load \$4700

The load balances and rides on two wheels—the mover has only to push and guide. Write for circular on these and other trucks from \$12.00 up F.O.B. Findlay, Ohio.



SELF-LIFTING TRUCK CO.

425 North Main Street • Findlay, Ohio

NEW SOUNDCRAFT VINYL



THE ONLY TAPE
DESIGNED FOR
EVERY
ELECTRICAL
TAPING JOB!

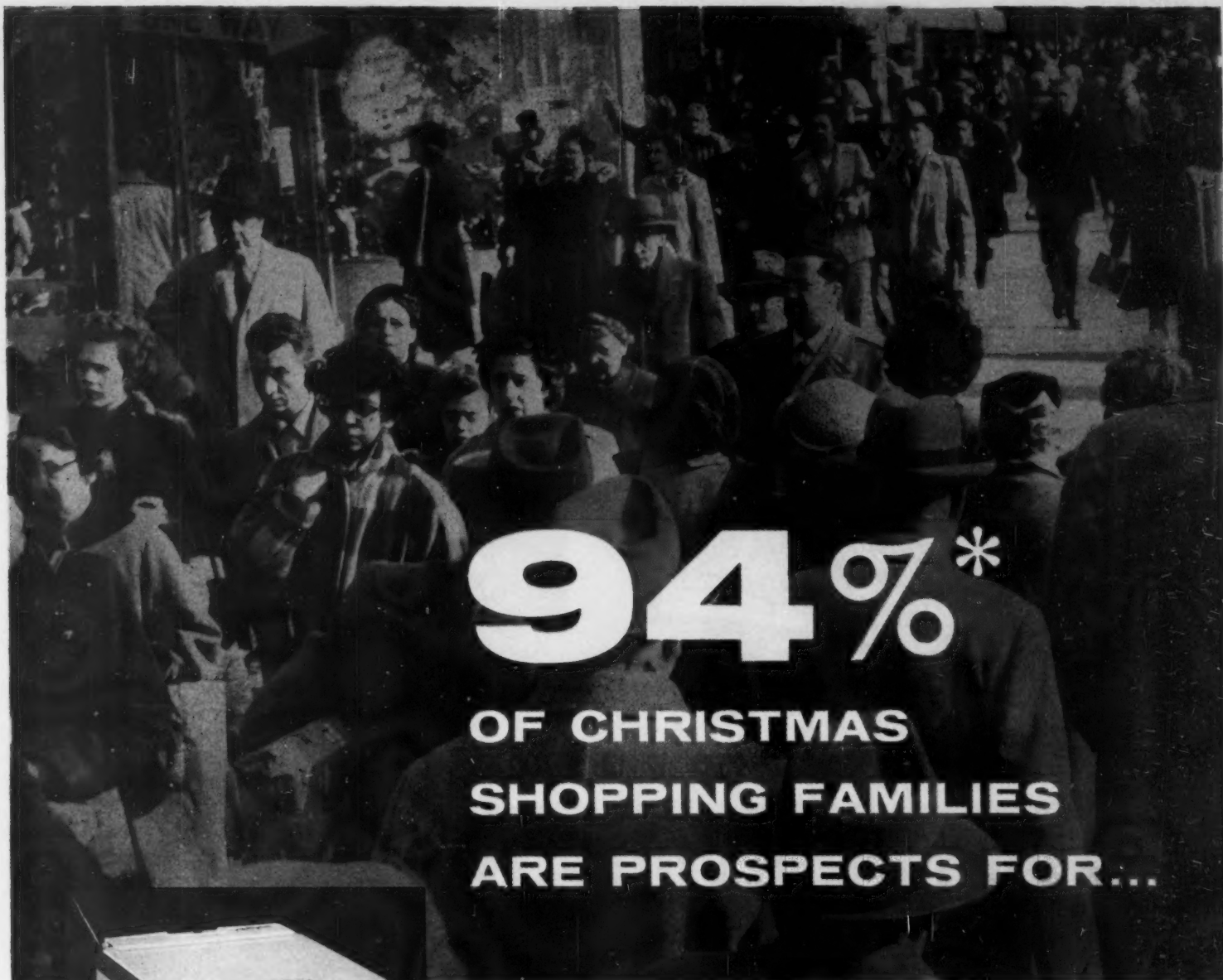
Sell the electrical tape that's got everything!

**COMPLETE PROTECTION
AGAINST INSULATION FAILURE**

- Tremendous durability • Perfect conformability • High dielectric strength (10,000 volts) • Excellent adhesion and staying power • Non-combustible • Extreme resistance to aging • High resistance to temperature and humidity extremes and remarkable adaptability to a wide variety of uses!

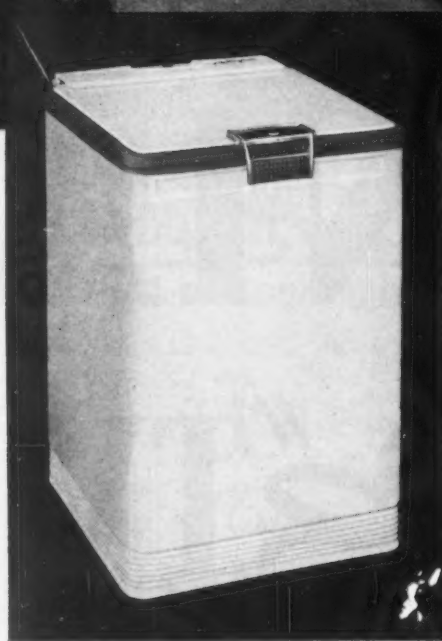
REEVES **SOUNDCRAFT** CORP. Great Pasture Road
Danbury, Conn.

RTG
manufacturers of the world's finest magnetic recording tapes



94%*

**OF CHRISTMAS
SHOPPING FAMILIES
ARE PROSPECTS FOR...**



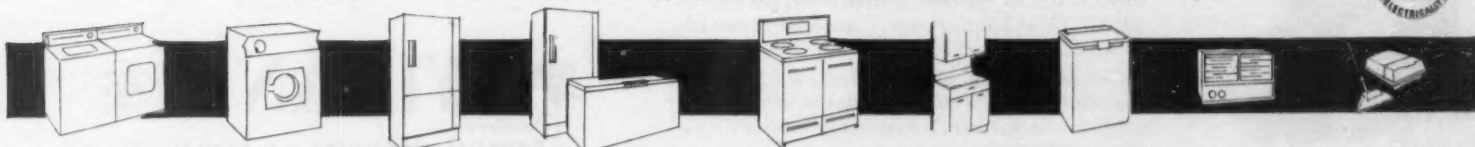
Whirlpool DISHWASHERS

A portable dishwasher with bigger capacity than any other on the market . . . larger than many built-ins . . . and a market that's practically untapped. Less than 6% of the homes have dishwashers . . . and here's one with no installation problems, no service worries . . . and that eliminates all scraping, pre-rinsing, and still provides for easy loading, spotless drying and simple, easy washing of pots and pans. There's no better gift for year 'round satisfaction than the RCA WHIRLPOOL portable dishwasher. With more to tell . . . more to sell . . . it's easy to get your share, and more, of this big Christmas business.

*Dishwasher index of saturation 5.8% (Source: Electrical Merchandising, Jan., 1959).

COMPARE FEATURES AND PRICE AND YOU'LL SELL RCA WHIRLPOOL

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

PROFIT!



21-inch picture tube measured diagonally.



23-inch picture tube measured diagonally.
Viewing area 275 square inches.

This Fall...

"There's Exclusive Profit in SYLVANIA

says C. R. Heidlebaugh, Pres.
C. R. Heidlebaugh & Son, Inc.
York, Penna.



Where is there more profit? . . . in exclusive new Sylvania 23" TV selling at maximum gross, or old-fashioned 21" TV selling at big competitive discounts? That's one of the exclusive benefits dealers are enjoying in this fall's selling season with the sensational new screen that "changes the face of television."

Profit-minded dealers like C. R. Heidlebaugh report, "when customers see how much more picture there is on the new squared tube, it's easy to sell 23" TV at full mark-up . . . especially since it's priced so close to old-fashioned 21" TV."

Get in the big picture! Let your Sylvania Distributor outline the new marketing plan that combines the industry's most sensational TV with plus profit promotions.

23"TV"

SYLVANIA 
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

"SYLVANIA BIG-PICTURE TV . . . CHANGES THE FACE OF TELEVISION"

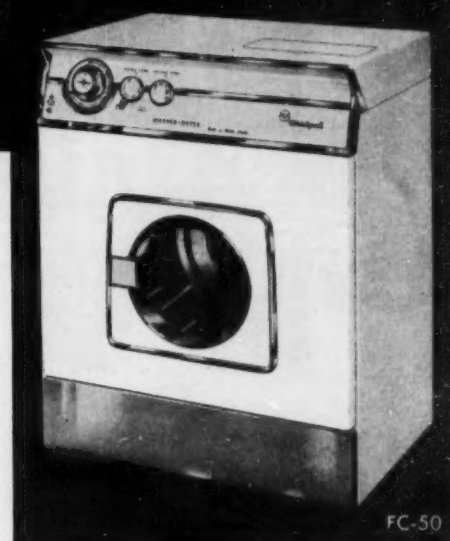


FOR BEST WASHING AND DRYING

Look... Compare! RCA WHIRLPOOL
is a FULL-SIZE 10-lb. washer and dryer,
both in one unit only 33" wide!

Why settle for anything less? With the RCA WHIRLPOOL washer-dryer you sell biggest capacity . . . most economy . . . fluffier, wrinkle-free drying . . . cleaner washing! Remember, drying's just as important as washing in a washer-dryer . . . and here's the *one* that does both better. All these advantages, plus features women want most — mean more demand, more sales, more profits for you.

See your RCA WHIRLPOOL distributor NOW!



Whirlpool WASHER-DRYER COMBINATION

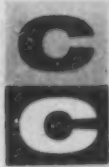
RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

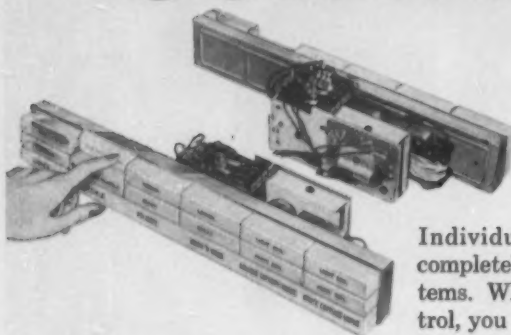
Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America



Every appliance made today can be controlled just a little bit better with...

CONTROLS



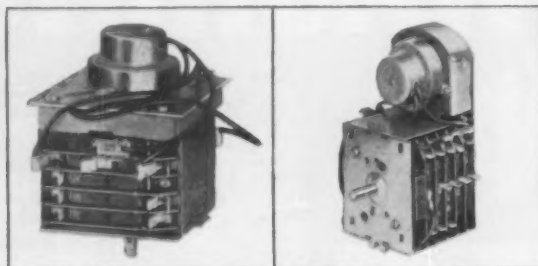
NEW CYCLE-SET POWER TIMER — Completely integrated control system for automatic washers, dryers, combinations. The only control available that automatically selects the right operating cycle for each and every washing or drying situation.



Individual components or completely integrated systems. Whichever are in control, you can be sure of this: Controls Company products

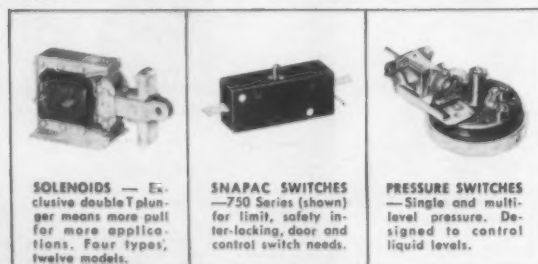
are function-mated to the application. Field records show this results in extra value that helps sell the end-product... and keep it sold!

Shown here are some of the CC controls now helping to make many appliance lines just a little bit better than competition. Write for facts about these and other CC controls.



TANDEM TIMERS — Drive mechanism to rear of switch case for "tight-squeeze" installation in automatic equipment.

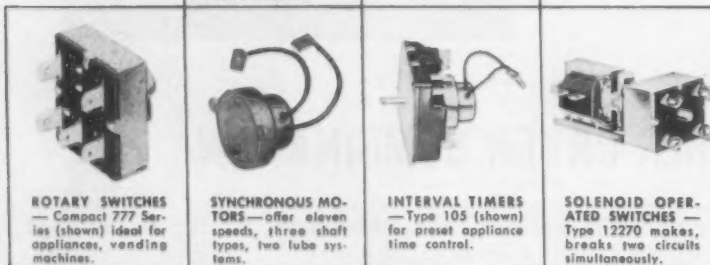
LATERAL TIMERS — Just 2-17/32" deep. For washers, dryers, combinations dishwashers, other automatic equipment.



SOLENOIDS — Exclusive double plunger means more pull for more applications. Four types, twelve models.

SNAPAC SWITCHES — 750 Series (shown) for limit, safety interlocking, door and control switch needs.

PRESSURE SWITCHES — Single and multi-level pressure. Designed to control liquid levels.



ROTARY SWITCHES — Compact 777 Series (shown) ideal for appliances, vending machines.

SYNCHRONOUS MOTORS — offer eleven speeds, three shaft types, two lube systems.

INTERVAL TIMERS — Type 105 (shown) for preset appliance time control.

SOLENOID OPERATED SWITCHES — Type 12270 makes, breaks two circuits simultaneously.



Creative Controls for Industry
CONTROLS COMPANY OF AMERICA

9601 Soreng Avenue • SCHILLER PARK, ILL.

SIX SALES CONTESTS

STORY STARTS ON PAGE 72

sales of all the men on Team A are \$1,400. Team B has sales of \$1,360 for a difference of \$40 or forty yards. Thus, the ball is placed on Team B's twenty yard line.

Each day the difference between the two teams' sales are computed and a predetermined amount of yardage for the difference is used to determine whether a gain or a loss was made. For instance, each dollar in sales difference might be one yard; or ten dollars might equal one yard.

Plays are called the same as in regular football and a team may elect to punt on fourth down. A team must advance the ball ten yards in four plays or lose the ball. A date is established to represent the quarter, half and end of the football game.

Additional enthusiasm can be created for the contest by awarding tickets to local football games in season to the high salesman for certain appliances sold during a week or month. If there is considerable local interest in the traditional Big Game, the contest can close at about the same time. Then, the winning team can all attend the Big Game with tickets purchased by the appliance dealer. Or, the winning team can have fifty-yard line tickets and the losing team have tickets for behind the goal posts.

HIDDEN TREASURE This follows the old idea of finding a hidden treasure, but to add interest to it as a sales contest a few gimmicks are added to the program. When one team arrives at a pre-determined sales quota, they are given instructions for the second leg of the treasure trip.

For instance, when Team A arrives at a certain sales figure in the contest (\$1000), they are given an envelope with a key to a locker in the bus station. There they will find an award for each member of the team (\$5 each) and the quota for the second leg of the contest.

When the second sales figure is reached (\$2,500), the team receives an envelope instructing them to apply at the General Delivery window at the post office for mail for a letter addressed to a certain individual. This letter will contain the quota for the next part of the sales contest and perhaps a letter inviting all the men to attend a dinner at a

certain restaurant at the dealer's expense.

The third gimmick could be an invitation for all the salesmen to appear at the sales office at a certain time for awarding the final prizes. This would be revealed in the personal columns of the local newspaper in code that would be revealed to each salesman on the winning team when the final quota is reached.

This type of sales contest has several elements that tend to make it successful. It has rewards, changing quotas, and team participation which builds sales enthusiasm. In addition, the Hidden Treasure sales contest has the element of suspense, both of the prize and of the next quota, to make the contest more interesting for all the salesmen.

MARATHON For a long sales contest, the marathon idea has been used successfully by appliance dealers. This contest keeps going on and on, but has gimmicks to keep it alive and interesting all during the period of time it runs.

A minimum sales figure is set for each day of the sales contest. Each time a salesman falls behind this minimum he is eliminated from the contest. If the contest seems to be losing interest after a week or so the quota can be raised for a day or two to speed up the elimination.

Special events can be planned for special days to provide a shot in the arm for the salesmen. All appliance salesmen, whether eliminated from the marathon or not, are eligible for these sprints. This keeps all the salesmen interested in the contest and with the extra competition on these days some of the salesmen still in the marathon may be eliminated.

If interest starts to lag (and this is one of the most dangerous aspects of this type of contest), a special speed-up program can be used to bring it to a close. This can be accomplished by raising the quota every day until only one salesman is left.

INTER-DEALER CONTESTS This type of contest requires considerable advance planning, but may arouse considerable interest with the salesmen. A dealer with comparable volume in another city or state is selected and the contest is held be-

Continued on page 98

DOUBLE IMPACT FOR CHRISTMAS SELLING



**New! Exciting!
Sno-Flok Promotion
Will Help You Sell**

The one with the selling power
of two . . . electric motor-driven
brush power of an upright . . .
suction power of a canister.



plus an economy model at a
Christmas "bargain" price.

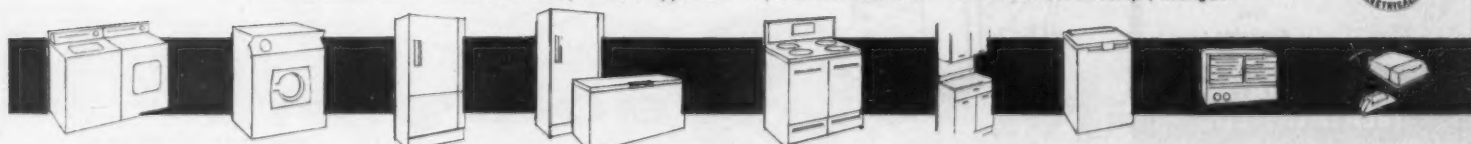
RCA Whirlpool HOME CLEANING SYSTEM

"Sno-Flok" . . . the ideal premium for use with the ideal gift . . . the RCA WHIRLPOOL home cleaning system. With it, you offer your prospects the opportunity to transform an ordinary Christmas tree into a \$25.00 beauty. The brand new Sno-Flok "do-it-yourself" kit, powered by an RCA WHIRLPOOL cleaner, has year around use for flocking center pieces, party decorations and favors for home, church or club activities.

Use this unique promotion to sell more than your share of the 895,000 vacuum cleaners that will be sold this Christmas season.

**Call your RCA WHIRLPOOL distributor for
the sales-producing details.**

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Suits-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

**IWT MAKES EQUIPMENT
FOR THE BIG USERS OF
PUREST POSSIBLE WATER**



WATERSIDE POWER STATION

This huge power plant in New York City has a half million-dollar IWT* Mixed-Bed De-Ionizer that provides high-purity water for high-pressure boilers at the fantastic rate of 5,000 gallons per minute—a total of over EIGHT BILLION gallons since 1954!

*IWT ALSO MAKES



**Wants
kleensteam
WATER
CONDITIONER**

**FOR MILLIONS OF
LITTLE USERS
OF PURE WATER
FOR STEAM IRONS
VAPORIZERS
WARMERS**

**98¢
COMPLETE
REFILLS
2 FOR
98¢**



**KLEENSTEAM
Water Conditioner
is a miniature
Mixed-Bed De-
Ionizer that removes**

the dissolved impurities from ordinary tap water. It provides the equivalent of distilled water for uses where elimination of lime-forming deposits is important—such as steam irons, vaporizers, bottle warmers, etc. KLEEN-STEAM is easy to use, convenient, neat, well-made, reliable, and inexpensive! At leading distributors, jobbers, or wholesalers—or write to IWT* for particulars.

**PUT THIS DISPLAY
TO WORK FOR YOU**



**Bubble
Package
Also
Available**

***ILLINOIS WATER
TREATMENT CO.**

840 CEDAR ST. • ROCKFORD, ILLINOIS
Specializing in Applications of
IonXchange Since 1937

SIX SALES CONTESTS

STORY STARTS ON PAGE 72

tween the two appliance stores

Photos of the other appliance dealer's store and of his salesmen are exchanged and used to stimulate interest in the contest. Scoring, prizes, and rules are all established before the contest starts between the two managements. Each day results are compiled and wired to the other store so the salesmen can know how they stand.

Cards, letters, wires and telephone calls can be sent during the contest to keep interest at a high pitch. A good natured rivalry can be created with this contest. Then, too, since all the dealer's salesmen are working toward the same goal, they will develop a spirit of cooperation which will be helpful long after the contest is over.

Payoff of the "Inter-Dealership" sales contest might be a joint dinner at a half-way spot between the two cities. Or, the losing team can travel to the winning team's town for the celebration dinner.

VACATION TRIP This sales contest combines time off and a prize. The winning salesman (or salesmen) get a week at some resort hotel with all expenses paid. This can be for top salesman or for all salesmen who pass a certain quota.

Kickoff of the contest can be a teaser campaign mailed on scenic post cards from the resort. The contest is announced with a special delivery mailing from the resort to the homes of the salesmen.

Folders of the resort, luggage stickers and picture post cards of the resort area all are good gimmicks to keep the enthusiasm of the salesmen at a high level. Many vacation resorts will cooperate in the mailings and some have special plans to tie-in with events of this kind.

The scoring chart for the sales contest with a vacation prize can be a map showing the distance between the dealer's community and the resort. Miles can be translated into dollars in the sales quota to chart the progress of the salesmen each day. Pins, figures, or name buttons can be moved along as the salesmen produce sales.

Of course, there are many other sales contest ideas that appliance dealers can use to increase the enthusiasm of their salesmen. These suggestions may serve as a thought-nudger to develop other new and novel sales contests that will have all the elements of a successful sales contest—interesting, competitive, and rewarding. **End**



"THIS BATHROOM COMES WITH A BUILT-IN
RECORDER IN CASE YOU'RE IN A SINGING MOOD."

SEARCHLIGHT SECTION

(Classified Advertising)
SELLING: "OPPORTUNITIES" MERCHANDISE
EMPLOYMENT: "BUSINESS"

RATES

DISPLAYED—Individual space with border rules for prominent display of advertisements. The advertising rate is \$22.55 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis.

EMPLOYMENT OPPORTUNITIES \$25.00 per inch subject to agency commission.

AN ADVERTISING INCH is measured $\frac{1}{4}$ " vertically on a column — 4 columns — 48 inches.

UNDISPLAYED—\$3.00 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line.

ADDRESS BOX NO. REPLIES TO: Box No. Classified Adv. Div. of this publication. Send to office nearest you.
NEW YORK 36: P. O. BOX 19
CHICAGO 11: 520 N. Michigan Ave.
SAN FRANCISCO 4: 33 Post St.

SELLING OPPORTUNITIES OFFERED

Representative to cover electrical trade for manufacturer of medicine cabinets. Various territories open. Reply Mirror-Chrome, 12 Fifth Street, Valley Stream, New York.

Nationally known manufacturer wants aggressive representation to electrical, hardware, houseware jobbers and department stores for our nationally advertised Timer and Defroster Division. This is a new distribution program. Tell us about your organization, territory covered, lines now handling, and class of accounts called on in confidence. All inquiries will be answered. Our present representatives know about this advertisement. RW-2778, Electrical Merchandising.

SELLING OPPORTUNITY WANTED

I wish to represent in Venezuela, manufacturers who wish to sell their products on an import basis on everything related to spare parts and accessories of radio and TV such as (electron tubes—all types—tubes for radios and TV)—transformers for TV and stereophonic equipment. Eight years experience selling this type product in Venezuela. Have best banking references. Elvar H. Garcia, P.O. Box Apartado de Correos No. 6747, Caracas, Venezuela.

WANTED

Anything within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

LEGAL NOTICE

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION

Of Electrical Merchandising, published monthly at Concord, New Hampshire, for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Published by McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N. Y.; Editor, Laurence Wray, 330 West 42nd Street, New York 36, N. Y.; Managing editor, Ted Weber, 330 West 42nd Street, New York 36, N. Y.; Business manager, Harry Hahn, 330 West 42nd Street, New York 36, N. Y.

2. The owner is McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N. Y. Stockholders holding 1% or more of stock are: Donald C. McGraw & Willard T. Chevalier, Trustees under Indenture of Trust m/b James H. McGraw, dated 1/14/21 as modified; Donald C. McGraw & Harold W. McGraw, Trustees under an Indenture of Trust m/b James H. McGraw, dated 7/1/37 as amended; Donald C. McGraw, individually; (all of 330 West 42nd St., New York 36, N. Y.); Mildred W. McGraw, Madison, New Jersey; Grace W. Mehren, 536 Arenas St., La Jolla, Calif.; Affiliated Fund, Inc., 63 Wall St., New York, N. Y.; Genov & Co., P. O. Box 491, Church St. Station, New York, N. Y.; Touchstone & Co., c/o Wellington Fund, Inc., Claymont, Delaware.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

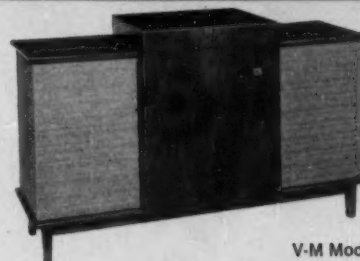
McGraw-Hill Publishing Co., Inc.
By JOHN J. COOKE, Secretary

Sworn to and published before me this 10th day of September, 1959.

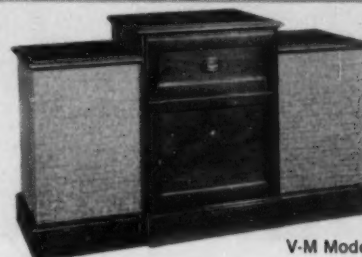
SEAL JANET A. HARTWICK
(My Commission expires March 30, 1961)



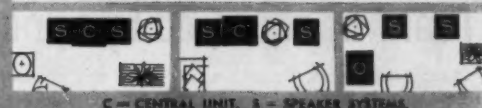
V-M Model 582



V-M Model 580



V-M Model 581



C = CENTRAL UNIT. S = SPEAKER SYSTEMS.

SPIRITED V-M STYLING!

A magnificent marriage with fine furniture

VIRTUALLY every fine furniture style that your customers want! From American Traditional to Contemporary . . . from Provincial to Scandinavian—the V-M exclusive design characteristics are packed with spirit, inspiration, **SELL!** They sell, too, as they thrill with their sparkling stereo reproduction—make every monophonic record sound better than ever. Here, in this exciting V-M line, you've got what it takes to chalk-up peak sales and profits!

The sensational 'Stereo/Modular' Series, Models 580, 581, 582

Exclusive V-M modular construction means limitless "arrangeability"! These magnificent instruments are beautiful integrated consoles—or the speaker enclosures can be separated for the stereo effect that suits the listener best. All three contain: famous V-M 'Stere-O-Matic'® 4-speed changer, 4 speakers: two 12" woofers, two 3.5" tweeters. Dual-Channel Amplifier provides 30-watts peak power output.

V-M Model 582. American Traditional in Genuine Cherry. \$365.00† List
V-M Model 580. Modern styling in Walnut or 'Sahara' Blonde in Genuine Fine Hardwoods. Complete with 12 legs for creating either complete console or 3-piece system. \$350.00† List

V-M Model 581. Provincial styling in Genuine Mahogany. \$360.00† List

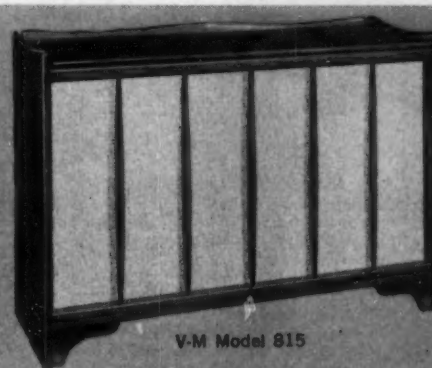


V-M Model 912

V-M High-Fidelity Stereophonic Console, Model 912

Scandinavian Contemporary design in Genuine Walnut or 'Sahara' Blonde. Dual-Directional Speaker System: two 12" woofers, two 3.5" tweeters. Dual-Channel Power Amplifier: 40-watts peak. AM-FM Tuner with A.F.C.

Model 912 in Walnut. \$409.95† List
Model 912 in Blonde. \$399.95† List



V-M Model 815

V-M High-Fidelity Stereophonic Console, Model 815

American Traditional styling in Genuine Cherry. Dual-'Stereo-Directional' Speaker System: two 12" woofers, two 3" tweeters. Dual-Channel Power Amplifier—40-watts peak.

\$279.95† List

†Slightly higher in the West

the Voice  of Music*

*T.M. OF V-M CORP.

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

A Frigidaire dealer talks about his franchise...



"I can't be squeezed by a price cut"

Says John Lucas, Columbus, Ohio. He and his partner, Don Wood, operate East Broad Appliance Co., Inc.

"I never have to worry. If prices of current Frigidaire models in my stock are reduced, I get paid. Or, if there's an increase, I get written notice before it happens—and I can cancel my order any time within 10 days. And this isn't just talk. My franchise guarantees both points... in writing."

FRIGIDAIRE
DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO

the **NEW**

YEATS "Shorty"
STATION WAGON & PANEL PICK-UP
appliance dolly



YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.



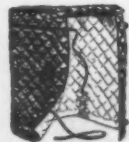
Folding platform is 13½" x 24½"—attaches instantly. (Platform only) \$9.95.

Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up... the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellant fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

Range
Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

YEATS

appliance dolly

sales company

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

news AT A GLANCE

Motorola's July-August factory consumer product sales were up 55 percent over 1958. Sparking the gain, according to company spokesmen, was a 311 percent July-August increase in stereo-hi-fi sales over the same period of last year. The increase brought company sales in the division to their highest peak for the period with the exception of the 1950 television boom year. Year-to-date sales are up 71 percent over last year.

Samuel Stamping and Enameling Company announces the most complete service training and product information program in the history of the company. First phase of the new program, begun in late August, was a series of 3-day service schools, open to all distributors, dealers and service agencies of the company. The school is part of the education and service program which will continue through the coming year.

Kelvinator major appliance sales for the month of August increased nearly 45 percent over the similar period of last year. Automatic washers reached their highest monthly volume in the company's history with a jump of more than 52 percent over August, 1958. Total laundry equipment (including wringer washers and clothes dryers) were up 41 percent.

Frigidaire Division of General Motors Corporation has announced entry into the gas dryer business with the introduction of four new automatic models. In announcing the new products, Herman F. Lehman, Frigidaire's general manager emphasized that the bulk of the dryer market had scarcely been tapped. The new Frigidaire products will feature the same sheer styling as their electric counterparts, and provide a perfect match for the firm's automatic washers.

Zenith Radio Corporation has announced plans for a \$3-million plus advertising campaign in national and local printed media during the peak autumn selling season. L. C. Truesdell called the campaign, which calls for "ad-a-week" scheduling in more than 130 daily newspapers from coast-to-coast, the most powerful and intensive in the 41-year history of the company. Theme of the campaign is Zenith-quality, performance, dependability and the consumer conveniences of each advertised product.



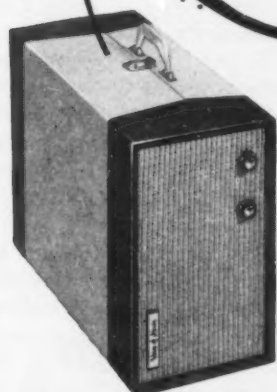
Westinghouse Electric Corporation has produced 2-million of the removable or "plug-out" surface units featured on all the company's electric ranges. Shown at the Mansfield, Ohio plant with the chrome plated 2-millionth unit are George Price, engineer and co-inventor of the device, and R. P. Brook, manager of the range department.



V-M STEREO PORTABLE MODEL 314.
Warm brown and white washable leatherette.

FLIPS ITS LID!

*This perky portable
for super stereo
and super sales!*

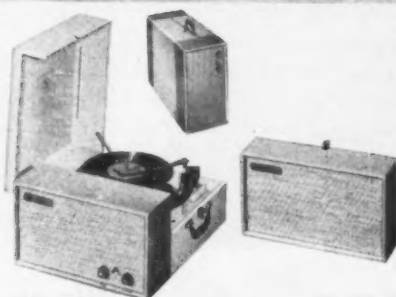


ONLY
\$79⁹⁵†
LIST!

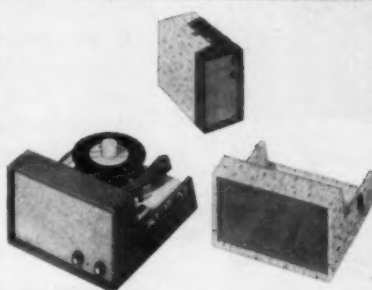
V-M's sensational new self-contained stereo portable

The two sections of this handsome case easily separate for superb stereo! Half of the unit is the V-M precision automatic phonograph that *plays ALL Stereo records*. Plays 33 and 45 rpm records, too, and makes them sound better than ever—as do all V-M stereos. The other style-matched half is the second speaker. It's light as a feather—weighs only 19 pounds. And best of all—it's priced to sell in volume!

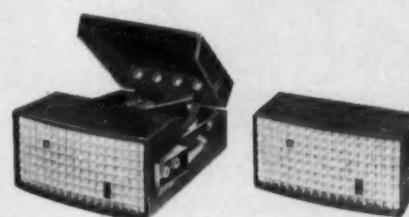
SELL THESE SMASH-HIT STEREO PORTABLES!



V-M 4-Speed Self-Contained Stereo Portable, Model 312—two 5¼" speakers in each section. Famous V-M 'Stere-O-Matic'® 4-Speed Automatic Changer—plays both stereophonic and monophonic records—all speeds! Blue and White Leatherette.....**\$109.95†** List



V-M 2-Speed Stereo "45" Portable, Model 301—Each section contains 6-inch speaker. Famous V-M automatic record changer plays stereo and monophonic 45 and 16 rpm records. Power output: 8-watts peak. Delightfully styled in Charcoal Gray and White Leatherette.....**\$59.95†** List



V-M 'Ultra-Deluxe' Portable High-Fidelity Stereophonic Phonograph, Model 337—Fashion-styled handle contains controls. Famous V-M Stere-O-Matic® 4-Speed Changer plays records of all types. Big 8" and 5" x 7" speakers. Blue-Gray 'Fabrikoid'® case.....**\$139.95†** List

MATCHING V-M AUXILIARY AMPLIFIER-SPEAKER, MODEL 162.....**\$49.95†** List

the Voice of Music*



†Slightly higher in the West

*T.M. of V-M Corp.

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS



WITH COLOR BACKGUARDS



NEW! BACKGUARDS NOW! IN 6 COLORS

Exclusive with *Enterprise* Centennial Styleline Ranges

You'll hit a new high in sales with Enterprise Centennial Styleline Ranges . . . because colorful backguards boost business! Every housewife wants the range with the backguard that matches her kitchen and electric appliances! They sell!

Interchangeable backguards come in 6 Decorama colors and white for every 36" Enterprise Styleline Range and every 30" Enterprise Styleline Range.

- Only \$1.00 more for Enterprise Ranges with color backguards.
- Great, sure-to-sell feature that'll pull in profits for you.



Coral Pink
Canary Yellow
Turquoise Green

Midnite Black
Chinese Red
Cocoa Brown



ORDER NOW!

PHILLIPS & BUTTORFF CORPORATION

NASHVILLE, TENNESSEE

100 ENTERPRISE-ING YEARS

news AT A GLANCE

The **Speed Queen** division of McGraw-Edison Company has announced plans for an estimated \$1-million expansion program. Included in the list of projects is the construction of a new warehouse building, installation of new heavy equipment and modernization of plant and office facilities. Officials stress that the program is being carried out in order to keep pace with the substantial growth recorded in the past few years in the firm's domestic and commercial laundry equipment sales.

Waste King Corporation has announced details of an "impact" advertising and promotion program. The campaign is timed to break in *Life* magazine at the height of the Christmas buying season and will be supported by the largest single cooperative newspaper push by the company's distributor. Featured in the ads will be the corporation's disposer and dishwasher line.

Magnavox Co., announces that sales and earnings for the fiscal year ended June 30, 1959 showed an excellent increase. Sales advanced 9.7 percent to a new record high of \$90,623,559, compared with \$82,592,113 the previous year. Net earnings after taxes amounted to \$3,361,496 an increase of 28.2 percent over the previous year's earnings.

Hamilton Manufacturing Company's 1958 annual report to shareowners has been judged the best in the household equipment industry, the editors of "Financial World" have announced. Approximately 5,000 reports were entered in this year's competition. Runners-up to Hamilton in the household equipment field were Interstate Engineering Co., second, and Whirlpool Corporation, third.

A sell-out of the 1960 January housewares show in Chicago has been predicted by Dolph Zapfel, secretary of the **National Housewares Manufacturers Association**. Zapfel reported that manufacturers' applications for the 32nd NHMA Housewares exhibit to be held January 11-15, 1960, at Chicago's Navy Pier and adjacent Drill Hall exceeded all previous requests for display space.

Magnus Organ Corporation has announced acquisition of a second plant in Livingston, N.J. The one story plant on a 40,000 square foot site will have a capacity of 2,000 units a day, bringing total production at the firm's three locations, in Chicago, and Livingston, to more than 4,500 units daily.

WANTED



By **NATESA**

**YOUR REWARD—
ONE YEAR LOYAL SERVICE
As NATESA President.**

QUALITY OF: 10 YEARS ACTIVE PARTICIPATION IN NATIONAL, STATE AND LOCAL ASSOCIATION PROGRAMS.
QUALITY OF: CAPTIVE SERVICE CAMPAIGN ORGANIZATION.
SERVED TIME: 10 Years in 1958-1959 National Service.
SERVED TIME: 10 Years in 1958-1959 National Service.
IF YOU HAVE INFORMATION LEADING TO THE ELECTION OF 1958 NATESA DIRECTOR TO YOUR NATESA DIRECTOR.

How To Win an Election

Spirited election posters like the one above helped elect Mac Metoyer of Kansas City, Mo., president of the National Alliance of Television and Electronic Service Associations. Metoyer has been active for a period of more than ten years in local, state and national associations.

WATCH THIS...
SEE HOW IT SELLS
FOR YOU!

THE *Oster*[®] GOLDEN CIRCLE HOUR

STARRING

EYDIE GORME AND STEVE LAWRENCE

WITH

THE ANDREWS SISTERS

FRANKIE AVALON

NAT "KING" COLE

THE MILLS BROTHERS

RUDY VALLEE



**NOVEMBER 25
THANKSGIVING EVE
ABC-TV NETWORK**

**THIS GREAT
TELEVISION
SPECTACULAR
WILL HELP YOU
SET NEW SALES
RECORDS**



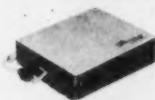
Deluxe Knife and
Scissors Sharpener



Stim-U-Lax Jr.
Massage
Instrument



Deluxe
Osterizer



Deluxe Electric
Massage Pillow



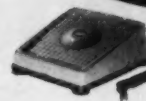
Electric
Meat Grinder



Electric
Portable Mixer



Airjet
Hair Dryer



Electric
Foot Massager

John Oster

MANUFACTURING CO., DEPT. P9, 5047 N. LYDELL AVE., MILWAUKEE 17, WIS.

Exceptional new profit opportunity

WOULD YOU LIKE TO SELL CULLIGAN WATER SOFTENERS?

The complete line of CULLIGAN appliance-type water softeners is now available to qualified appliance dealers in cities not already franchised.

Today, over half the water softeners installed in the United States and Canada are CULLIGAN. This overwhelming consumer preference is based on proved quality, durability, product performance and brand acceptance.

To more effectively satisfy the consumer demand for CULLIGAN automatic and manual water softeners, the factory has recently broadened its marketing and distribution plan. For complete details and information, call or write

Herb Hamblet

CULLIGAN, INC.

2000 Shermer Road, Northbrook, Illinois
Chicago telephone number: COrnelia 7-1330

people IN THE NEWS



R. J. SARGENT

Westinghouse Electric Corp.—Formation of a new portable appliance division headed by Richard J. Sargent, has been announced. An additional executive appointment is that of O. H. Yoxsimer, named general manager of the television receiver division at Metuchen, N. J. Both portable and major appliances formerly were included in the electric appliance divisions organization. Now portable appliances have been given full division status.



O. H. YOXSIMER

Amana Refrigeration, Inc.—S. J. Seibert has been named manager of the air conditioning department. Seibert was formerly in charge of the company's special accounts.



S. J. SEIBERT

Hamilton Manufacturing Co.—M. W. Challburg has been named promotion manager of the appliance division. Challburg succeeds D. C. McDermid, recently promoted to product manager of the appliance division.



M. W. CHALLBURG

National Housewares Manufacturers Association—Melville R. Bissell, president of the Bissell Carpet Sweeper Co., Grand Rapids, Mich., has been elected a director of the association. Bissell will serve the unexpired term of Lloyd C. Nelson, who has resigned.

Marketing Man Of The Year



L. C. TRUESDELL

L. C. Truesdell, Zenith Radio Corporation's vice president in charge of marketing, has been named "Marketing Man of the Year" by the American Marketing Association's Chicago chapter. Al. J. Kinard, chapter president, cited Truesdell as the year's outstanding marketing executive in recognition of "a marketing program that has consistently emphasized quality, performance and product features, and in recognition of Zenith's outstanding performance in 1958 in the face of a sharp sales decline in the radio-TV industry."



VCMA Elects

Robert A. Orr, left, was elected president and John A. Kemper, vice president by members of the Vacuum Cleaner Manufacturer's Association at their annual meeting, held at Hot Springs, Va. Orr is general manager of General Electric's vacuum cleaner division while Kemper is vice president of Scott and Fetzer, Cleveland, Ohio.



A. H. BAHDER



D. E. ROSENTHAL



L. M. CALL

Landers, Frary and Clark—Arnold W. Bahder has been promoted to the newly created position of director of merchandising for all company divisions and subsidiaries.

Electrical League of N. Y., Inc.—Don E. Rosenthal has been appointed executive director. Rosenthal was executive secretary of the St. Louis Electrical Board of Trade.

Airtemp Division, Chrysler Corp.—Leonard M. Call, former Airtemp advertising manager has been named manager of sales planning for Chrysler room air conditioners.

Radio Corp. of America—Mort Gaffin has been named manager, special advertising and sales promotion programs. Gaffin was formerly director, new business and promotion, NBC spot sales.

Gibson Refrigerator Co.—W. H. Winn has been named national sales manager of room air conditioners. Winn was formerly sales supervisor of air conditioning at Frigidaire.

Siegler Corporation—A. Henry Casey has been named director of corporate public relations and advertising.

Arvin Industries, Inc.—Theodore R. Jones has been named manager of advertising. In his new position, Jones will also be a member of the firm's managerial group, according to President Glenn W. Thompson.

see

General's NEW BIG #35 ELECTRIC SLICER

- PRESS-2-CLEAN
REMOVABLE KNIFE
- SAFE-T-GUARD
KEEPS HANDS SAFE



Pedestal Legs



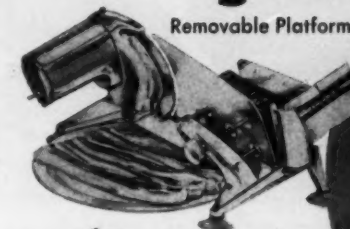
Gravity Feed



Suction Cups



Removable Platform



Safe-T-Guard



Press-2-Clean



and now—
BIG #35
Electric Slicer

General's exciting new Model #35—a BIG electric slicer with Press-2-Clean AND Safe-T-Guard plus all the other General innovations and features is just one more proof that...

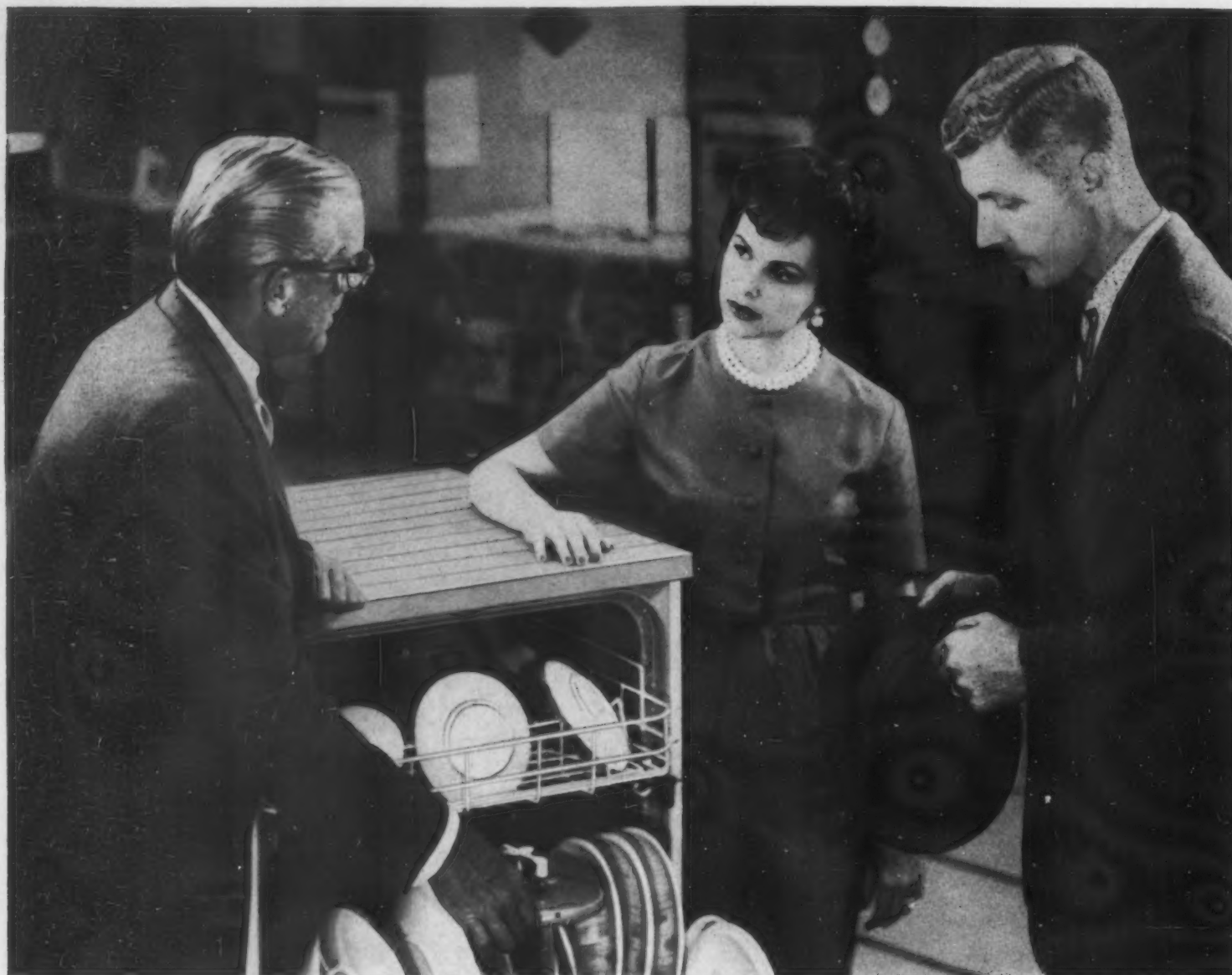
General gives you
MORE
MORE Features
MORE Slicer
MUCH MORE FOR YOUR
MONEY

General

HAS GIVEN YOU MORE—
FOR OVER A QUARTER OF A CENTURY!

over 2 million of 'em in use

General Slicing Machine Company, Inc.—Walden, N. Y.



In Chicago, readers of the Chicago Tribune buy most of the dishwashers sold!

Sunday Tribune families own 91% of all dishwashers in Chicago and suburbs. Daily Tribune families own 75%.

What's true of dishwashers is true of every type of appliance sold in this market. Responsive readers of the Tribune buy most of all of them.

Your best qualified prospects read and respond to Tribune advertising. Families in the middle and high income groups here account for 97% of all dishwasher sales in Chicago and suburbs. And of these better-able-to-buy families, you can reach 74% with the Sunday

Tribune; 53% with the Daily Tribune.

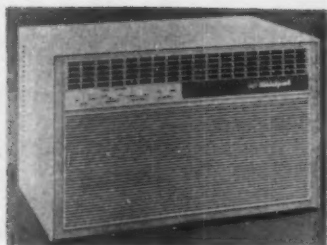
Because it reaches the families who buy the most, the Tribune creates more traffic and closes more sales than any other medium in the Chicago market. That's why manufacturers and distributors spend considerably more of their advertising dollars in the Tribune than in any other Chicago newspaper.

No matter how much you're spending to advertise your line in Chicago, you'll sell more when you concentrate your efforts in the Tribune.

*More readers.. More advertising ..more results—
The Tribune gets 'em in Chicago!*

new products

ANNA A. NOONE Editor



Whirlpool 1960 air conditioner

Whirlpool 1960 Air Conditioners

Eight new 1960 "whisper quiet" room air conditioners are announced by Whirlpool Corp. featuring 3 new engineering developments to muffle sound; "staggered tube" cooling coils and expanded cooling area reduce operating costs by delivering more Btu per watt input.

Advancements include (1) a specially designed silencing chamber; (2) new design of full width air discharge system; (3) spring and rubber mounted, quiet-running compressor. All 3 combine to reduce sound by nearly one half.

Other features include all steel parts exposed to outdoors galvanized as added protection against weather; drain pan has 2 run-off hoses; all condensate is routed into special non-deteriorating plastic pans; special system eliminates outside dripping from chassis even on humid days; all tubing and wiring specially bracketed and supported to prevent wear; snap-on front provides access to filter; simplified control system; and a new feature is the hidden air director which can be adjusted from control panel by turning a single knob; thermostatic control provides automatic reduction of inside temperature to a cool, comfortable degree; heat pump in some models turns cooler into a room warmer by automatically reversing to provide a flow of warm air into room.

Five models are available in 1-h.p., two in 2-h.p. and one in 2½ h.p. in 115 and 230 volt sizes; units range from 145 to 208 lbs depending upon size; cloud gray finish with gray, charcoal and dark gray trim.

Two through-the-wall units in 1- and 2-h.p. sizes will be introduced next year.

Price, "line does not carry suggested list pricings." RCA-Whirlpool Home Appliances, Whirlpool Corp., St. Joseph, Mich.



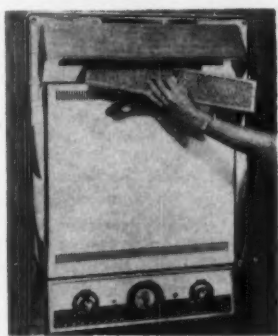
Thermador portable heater HDP

Thermador Heater and Oven

A heavy duty portable electric heater HDP-240 volt series, and a built-in electric oven with integral exhaust blower system is announced by Thermador.

The heater series features as standard equipment a new hydraulic type thermostat which will automatically maintain any temperature desired; control knob is located on heater top for finger-tip control.

Balanced fan, surrounded by scientifically designed metal baffle draws cool air through rear of heater, over heating elements and propelled through tunnel baffle into room; this baffle prevents eddy currents of hot air developing within heater case; positive pressure-type tip over switch located in base automatically turns heater off if upset; design includes chrome-plated feet, louvre design to protect small fingers; charcoal grey baked enamel finish. Comes in 3 models: 3,000, 4,000 and 4800 watts; all thermostatic controlled, and are equipped with heavy-duty 3-wire special heater cord.



Thermador built-in oven

Built-in Oven

The new built-in oven, WO18-ARH series, has an exhaust blower

system as an integral part of the unit, needing only one installation and one wiring hook-up; fits into a standard 24-in. wide cabinet; has 18 x 18 x 19-¾ in. oven interior; motor switch located on front trim frame above lower edge of hood is readily accessible, yet concealed from view; this switch controls exhaust blower motor except when broiling; blower motor is turned on when thermostat knob is turned to broil so that exhaust system automatically operates when broiling or rotisseries.

Hood covers and conceals filter of stranded aluminum, compacted to form a semi-rigid sheet and framed with aluminum channels, and easily removed for cleaning.

Blower housing and motor are easily removed without tools; air discharge is through back of blower housing; collar is provided for connecting to standard 4-in. diam conductor pipe; for horizontal discharge through wall behind oven, only a straight length of conductor pipe is required; for exhausting vertically upward a 4-in. conductor pipe elbow must be used.

Standard equipment includes 2-speed, 3-spit rotisserie; "easy-view" windows are optional; oven comes in stainless steel; Canyon copper; yellow, desert pink, turquoise or white porcelain enamel. Price, heaters, from \$62.50 to \$72.50; oven, \$294.25. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles, 22, Calif.

Frigidaire Gas Dryers

Frigidaire Div., General Motors, enters gas dryer business with 4 new automatic models, featuring same sheer-look styling as electric counterparts to match the firm's automatic washers.

Three of the 4 models offer 2-ways of controlling drying: when set for "automatic", the moisture content of clothes automatically regulates drying time; for "timed" drying the machine can be set for periods from 15 to 75-min.; a touch-bar selector on Imperial model provides proper drying cycle for all kinds of items from sheer curtains and lingerie to rugs and bedspreads. An automatic "sprinkler" control to ready clothes for ironing, plus settings for wash-and-wear and fluffing and airing are other features; new top lifts up out

of way, exposing burners, pilot and controls for easy access; no special servicing lids, cracks or crevices; top model comes in 5 colors: charcoal, copper, turquoise, pink, yellow and white.

In addition to the 4 gas models Frigidaire has 7 automatic washers and 5 electric dryers. Frigidaire Div., General Motors, Corp., Dayton, 1, Ohio



Tappan electric range No. 434

Tappan Ranges

Two models have been added to the Tappan Fabulous "400" electric range line: No. 430 and No. 434 free-standing ranges with built-in look. Both fit into 30-in space; and may be hung on wall at convenient height or set on matching base cabinet; No. 430 has eye-level Starlite control panel; automatic clock controlled oven; holiday-size oven; Tuck-away cooking top and hinge-type top element; dark porcelain oven lined; solid porcelain lined oven door; also available as built-in with Exhaust-O-Vent.

No. 434 has same styling and convenience offered by top model in this line; has chromium eye-level 24-in oven; automatic clock control; wide Visual-lite window; waist-high broiler; automatic roast control; Tuck-away cooking top; a



Tappan gas range XDCV-4776

A. LOUIS SOZIO
SOZIO REFRIGERATION CO.
Revere, Mass.



TAKE IT FROM ME...

*"Misfit parts can ruin
a reputation for
good appliance service!"*

QUALIFIED TECHNICIANS ARE MADE—NOT BORN!



In Frigidaire Training Programs, at General Motors Training Centers and District Offices across the country, improved customer relations is the underlying goal of every instructor. When every one of your men is properly trained, qualified to do the job right the first time, you are well on your way to the kind of customer loyalty that can only pay off in sales and profits.

Plan your training for growth! Call or write your Factory Branch or Distributor Office listed on next page.

"Sure, we have been tempted by some of the so-called bargains offered by off-brand parts outfits. But, take it from me, you don't build a good service reputation with customer complaints, and there's no profit in time wasted adapting misfit parts... or in unnecessary call-backs. *Customer loyalty to us depends upon our loyalty to customers*—so when we make a promise, we keep it! The Frigidaire District Parts Office, backing up our own Parts Department with over 31,000 factory-engineered replacement parts and accessories, makes it easy for us to keep promises. Customers know we have the necessary parts or can get them quickly! And they know we take pride in doing the job right on the first call! Does it pay off? In just five years, we've built an eighteen-man organization with nine service trucks—plus one delivery truck—all equipped with two-way radio to speed low cost, factory-trained service to more people! And—we're enlarging our facilities for the fourth time!"

A. Louis Sozio

SOZIO REFRIGERATION CO.
Revere, Massachusetts

FRIGIDAIRE goes all the way

TO BUILD YOUR SALES THROUGH SERVICE LEADERSHIP!

new products

TAPPAN (cont'd)

giant Set'n Forget top element; and hinge type top elements.

In addition Tappan announces a Bonus Bonanza line of 6 different gas ranges in a promotion which includes a library of 24 cookbooks with over 1600 pages of recipes and illustrations; models are available in a choice of 30 and 36-in. ranges with a wide variety of features. Shown is model XDCV-4776, a 36-in. range equipped with shadow-box panel with Fleur-de-lis design; deluxe Tel-A-Set control center; divided top with 2 Sizzle 'n Simmer burners on each side and a Set 'N forget burner; Flexo-speed oven has removable door; swing-out smokeless broiler. The Tappan Co., Mansfield, Ohio.



Electromode floor insert heater

Electromode Heaters

Two new heaters are announced by Electromode: (1) A floor insert electric heater designed to solve problems of installation such as adjacent to full length picture windows, sliding glass doors, base of open stair well or innerside of exterior doors; heater mounts flush with floor; easy to install in wood or concrete slab floors; completely hidden except for grilles which are painted a bonderized base gray for refinishing. Comes in 2 sizes: FI-4, which is 14-1/2 in. long with 400 watts; and FI-8, 30-1/2 in. long and 800 watts capacity. Both are 6-1/16 in. wide and 8 3/4 in. deep and operate on 120- or 240 volts; Safety Grid heating element, a finned aluminum casting with electric wires completely sealed inside; safety switch to automatically shut off power if a rug, newspaper, magazine or drape covers heater and obstructs free flow of air.

(2) a Quartzone tube electric heater designed so infrared rays emitted from Quartzone tube may be directed to a specific area to warm persons or objects upon which they are directed; can be



Electromode Quartzone tube heater

controlled by on-off switch, time switch or thermostat; Tube has high resistance to thermal shock; heaters have louvered, weather-proof housing, bonderized, and golden bronze finish with chrome-plated guard; high reflective aluminum inside heater directs radiant rays over a rectangular area; universal brackets for chain suspension, bolting to ceiling or wall brackets. Electromode Div. Commercial Controls Corp., Rochester, 3, N. Y.

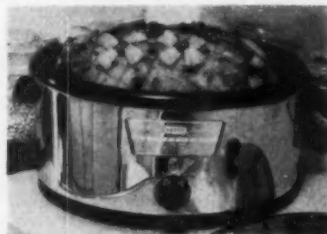


Magic Hostess can opener

Magic Hostess Can Opener

Completely automatic; 1 lever holds, pierces, and opens all size cans; may be mounted on a wall or used on counter top; comes complete with handy table stand and extra wall bracket; finger-tip control; precision-ground cutting wheel; removable magnet grips lids; triple-plated chrome with gold-tone trim, white baked-enamel case; weighs 5 1/2 lbs.; 115-volt, 110-wattsealed-in unit.

Price, \$24.90. Magic Hostess Corp., 36th & Bennington, Kansas City, 29, Missouri.



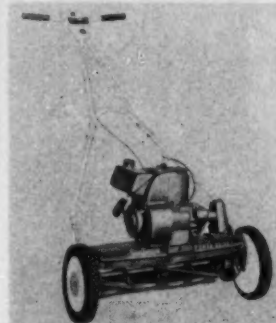
Nesco oval roaster

Nesco Roaster

A new 6-qt. roaster is announced by Nesco, small enough for daily use, large enough for company roasts, hams etc; cooks complete pot-roast meal, or 12-lb roast; bakes pies, cakes, rolls, casseroles; can also be used for top-of-stove cooking such as stews, chili, spaghetti, fruit, vegetables; "Select-a-Recipe" chart on front shows precise settings from 200 degs to 500 degs. F. for full range of cooking; thermostatically controlled temper-

ature; oval shape; porcelain cooking well removable for cleaning; chrome finish with polished aluminum lid; 800 watts, 115 volts, a.c. only.

Price, \$29.95 Nesco Industries, Bent & Potomac Sts., St. Louis, 16, Mo.



Sunbeam G-500 reel type mower

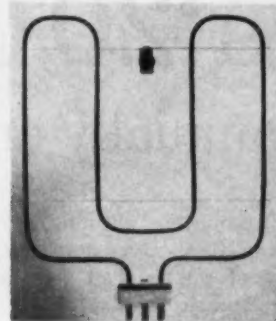
Sunbeam 1960 Mowers

Five power mowers and a newly designed oscillating lawnsprinkler are included in Sunbeam's 1960 garden equipment line.

Mowers come in 2 models powered by electricity and 3 gas models; sprinkler has 45 precision water settings to control area, direction and width of sprinkling.

Newly designed Sunbeam engines for gas mowers are 4-cycle; all gas rotary models have new Underdeck Minute Wash which cleans mower "instantly"; have instant-starter; easy-to-clean all-metal non-corrosive and rust-proof fuel tank, low-silhouette, smooth look design; equipped with automotive-type forced feed lubricating system; easy-to-read oil gauge, flyball governor; all-metal throttle control designed with settings for starting, running, choking and stopping engine.

Oscillating sprinkler has patented "magic" control with 45 precision settings for positive control. Sunbeam Corp., 5600 Roosevelt Rd., Chicago, 50, Ill.



Chromalox announces a new line of tubular oven elements for replacements; center-mounted bake and broil elements in standard widths can be replaced with this line; new units fit 16- and 24-in. ovens with center-mounted units that have horizontal prongs on 1/2 in. centers. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa.

TAKE IT FROM US...



but not as a gift!

The Award of Merit is an earned honor. No promotional gimmick, the Frigidaire Award of Merit plaque is presented only to those Frigidaire Dealers who meet and maintain 8 standards of service excellence... a reward for loyalty to customers. For more details, and for factory-engineered parts, call or write:

FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.
2995 E. Ponce de Leon Ave., Decatur, Ga.
BALTIMORE-WASHINGTON
2315 Cecil Ave., Baltimore 18, Md.
BOSTON 15, MASS., 25 Blandford St.
BUFFALO 2, N. Y., 1018 Main St.
CHARLOTTE 1, N. C., P. O. Box 1192
CHICAGO 51, ILL., 1200 N. Homan Ave.
CLEVELAND 14, OHIO, 1729 E. 22nd St.
DAYTON 19, OHIO
P. O. Box 597, Far Hills Station
DENVER 4, COLO., 215 Wazee Market
DETROIT 28, MICH., 13940 Tireman Ave.
FORT WORTH 7, TEXAS, P. O. Box 9847
KANSAS CITY 16, MO.
1534 Burlington St., North Kansas City
LOS ANGELES 58, CALIF.
P. O. Box 58314, Vernon Branch
MINNEAPOLIS-ST. PAUL, MINN.
2331 University Ave., S. E.
Minneapolis 14, Minn.
NEW ORLEANS 19, LA., 4141 Bienville St.
NEW YORK 19, N. Y., 1775 Broadway
OAKLAND 8, CALIF., 1250 53rd St.
PHILADELPHIA 24, PA.
500 E. Hunting Park Ave.
PITTSBURGH 6, PA., 248-50 S. Euclid Ave.
PORTLAND 9, ORE., 1035 N. W. 14th Ave.
ST. LOUIS 8, MO., 482 N. Kingshighway Blvd.

FRIGIDAIRE DISTRIBUTORS

EL PASO, TEXAS
W. G. Walz Co., 500 San Francisco St.
HAGERSTOWN, MD.
Potomac Edison Co., 55 E. Washington St.
HOUSTON 2, TEXAS
Cox & Blackburn, Inc., 2301 Commerce Ave.
INDIANAPOLIS 2, IND.
Refrigerating Equipment Co.
900 N. Senate Ave.
LOUISVILLE 1, KY.
Smith Distributing Co., P. O. Box 1485
MEMPHIS 3, TENN.
McGregor's Inc., 1071 Union Ave.
MIAMI 36, FLA.
Domestic Refrigeration Co., Inc.
134 N. W. Third Ave.
OMAHA 8, NEB.
Major Appliance Co., 1101 Jackson St.
ROCHESTER 4, N. Y.
Chapin-Owen Co., Inc., 205 St. Paul St.
SALT LAKE CITY 11, UTAH
W. H. Bantz Co., P. O. Box 1350
SAN ANTONIO 6, TEXAS
Straus-Frank Co., P. O. Box 600
SIOUX CITY 2, IOWA
D. K. Baxter Co., P. O. Box 1707
SPOKANE 1, WASH.
Sunset Electric Co., North 703 Division St.
SYRACUSE 1, N. Y.
Onondaga Supply Co., Inc.
944 West Genesee St.
TAMPA 2, FLA.
Byars-Forgy, Inc., 105 Twiggs St.
TORONTO, CANADA
Frigidaire Products of Canada, Ltd.
1901 Eglinton Avenue, E.
Scarborough, Ont., Can.



FRIGIDAIRE

Division of General Motors

Frigidaire Service Department, Dayton 1, Ohio



SIDNEY BRUNELL, CONTROLLER of the Smithcraft Lighting Division of the A. L. Smith Company.

THE NATIONAL ACCOUNTING SYSTEM has helped this successful manufacturer achieve new economy and efficiency.



THE SMITHCRAFT LIGHTING DIVISION of the A. L. Smith Company.

"Our *National* Accounting System
saves us \$20,000 a year...
returns 126% annually on investment!"

Smithcraft Lighting Division—A. L. Smith Co., Chelsea, Mass.

"During the last fifteen years, National Accounting Machines have enabled us to continually expand and improve the productivity of our accounting department," writes Sidney Brunell, Controller, Smithcraft Lighting. "We are convinced that they are the most efficient accounting machines available.

"We now use two National Class '31's which have been installed to coordinate (in the future) with Data Processing Equipment. National's great versatility enables us to use them for all

accounting jobs. Easy to operate, they are quickly mastered by even inexperienced employees. And their great accuracy assures error-proof calculation.

"We suggest that any company should investigate the National System. Our National System saves us \$20,000 a year... returns 126% annually on investment."

Sidney Brunell
Controller, Smithcraft Lighting

Your business, too, can benefit from the time- and money-saving features of a *National* System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. *National's* world-wide service organization will protect this profit.



TRADE MARK REG. U.S. PAT. OFF.

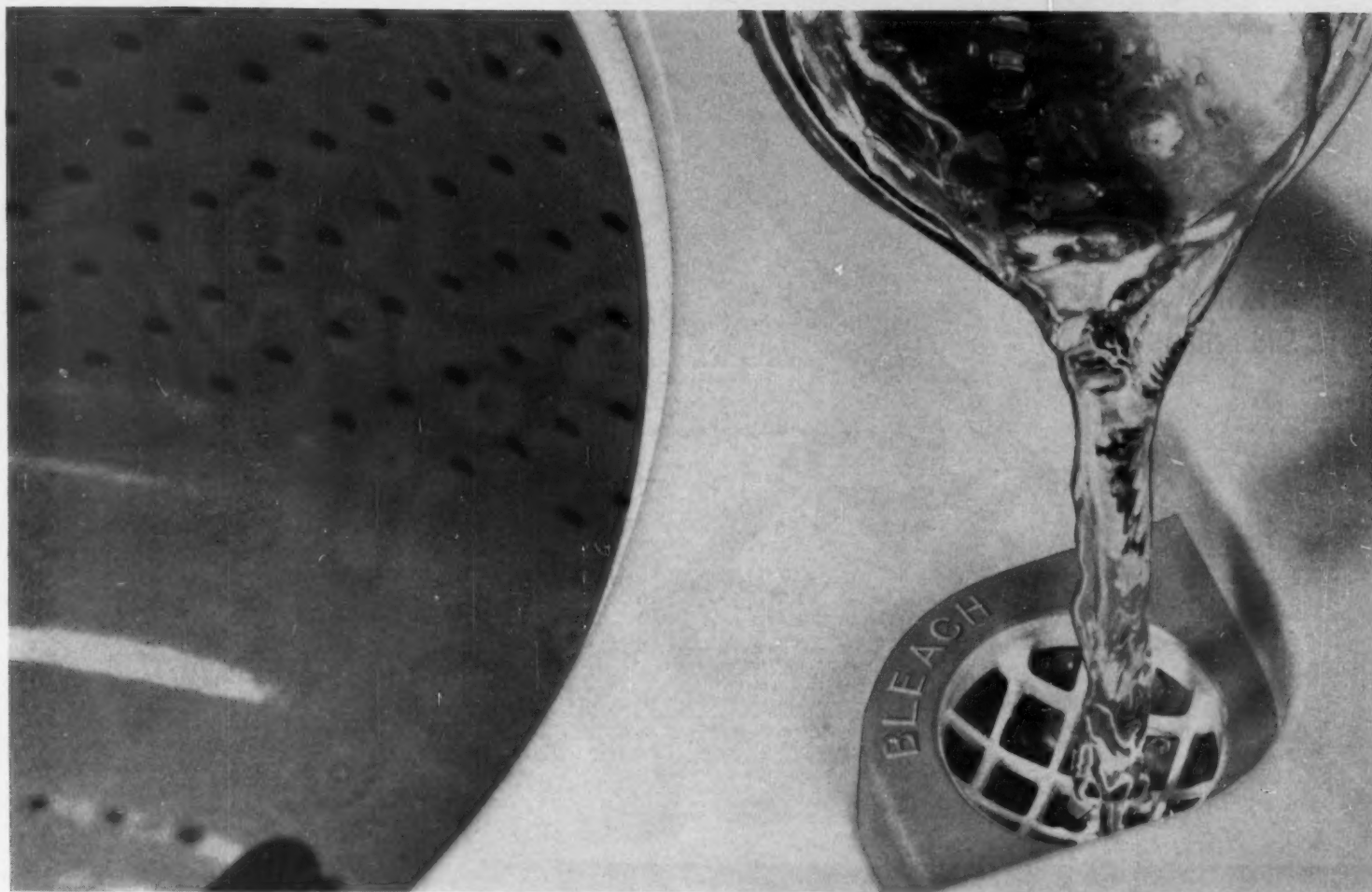
National

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS
NCR PAPER (NO CARBON REQUIRED)

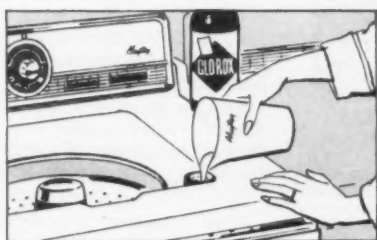
THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

T.B.I.

(TIMED BLEACH INJECTION)



...the sales story that lets you *pour it on!*



Just how effective is this story? One measure is this: Maytag's Timed Bleach Injection will be widely copied by competition in 1960. But Maytag Dealers have had almost a full year's edge.

For many solid-selling months they've been telling their customers: "Now you can bleach without worry, mess or mistake. To get perfect results, just pour the proper amount of full-strength bleach into Maytag's

new Automatic Bleach Dispenser.

"Your bleach is automatically diluted to safe strength *in the dispenser*. It's automatically added to the wash water only *after* your detergent has had a chance to do its best work. And, because this dispenser waits till the time is right, you get whiter washes than you ever had before."

The Maytag Company, Newton, Iowa

T.B.I.—another feature with a real function—pioneered by...

MAYTAG

Where will you
draw the line
in electric heater
sales and profits?

Arvin



When you become an Arvin dealer you *don't* have to draw the profit line at *any* point! You sell the leading line of heaters with the greatest range of models and prices available today. You *don't* have to stock any other make of heater to completely blanket the market!

This is why: Arvin gives you the widest possible line to sell—14 models in all types including radiant, fan-forced and combination, priced from \$12.95 to \$54.95 . . . Arvin commands a very real leadership "franchise" based on 27 years of unquestioned market dominance . . . Arvin backs you up with more effective national advertising and local level merchandising than any other manufacturer.

Discover how you can enjoy full, profitable portable electric heater sales this fall and winter. Contact your local Arvin distributor now!

Instant Ribbon Heater an Instant Sales Success!

New, fan-forced, radiant, automatic heater. Advanced designed ribbon element heats faster while the broad-arc reflector spreads the heat over a wide area. Safeguard safety switch shuts off heater if overturned. Thermostat control located at top. 1320 watt capacity. Model 5918. **\$19.95**

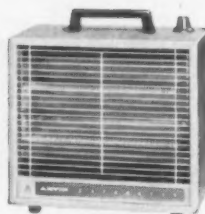
ARVIN INDUSTRIES, INC.
CONSUMER PRODUCTS DIVISION
COLUMBUS, INDIANA

Arvin also manufactures Radios and Phonographs, Electric Home Heating, Ironing Tables, Leisure Furniture, Barbecue Grills, Car Heaters and Car Mufflers.



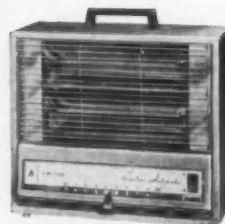
New Safety Styling Wins New Sales!

Here is America's only fan-forced heater with a beautiful safety-curve front design. Compact, light-weight. High-quality element. Specially designed spring-tension handle. Pearl enamel finish. Model 5914. **\$14.95**



Fast Heating For Fast Sales!

Now! Radiant fan-forced heat in seconds. Ceramic-rod heating elements give increased radiance. Unique slant design directs warm air out and up. Safeguard safety switch and thermostat control. Model 5824-1. **\$24.95**



Two-Heat model with a Host of Sales Features!

This heater gives both 1320 and 1650-watt thermostatically controlled heating capacities. Calrod type elements show a cheerful red glow. Safeguard safety switch and pilot light. Bermuda bronze finish. Model 5934. **\$34.95**

New Products



Cool-R-Frig cooler-refrigerator

Sunroc Cool-R-Frig

Cool-R-Frig, a combination of home-style refrigerator and water cooler that serves cold drinking water, also 185 deg. F. hot water is now available in a pressure model; features all conveniences of Sunroc's bottle type Cool-R-Frig announced previously: stores foods, beverages, perishables at thermostatically controlled temperature of 42 degs. F; incorporates freezing compartment with 2 aluminum ice cube trays; makes ice 4 to 5 times daily as required; interior features rounded corners; full length door, side-hinged to open wide, recessed for extra storage space; upper half of door refrigerated for added cold storage; lower half, an unrefrigerated storage area.

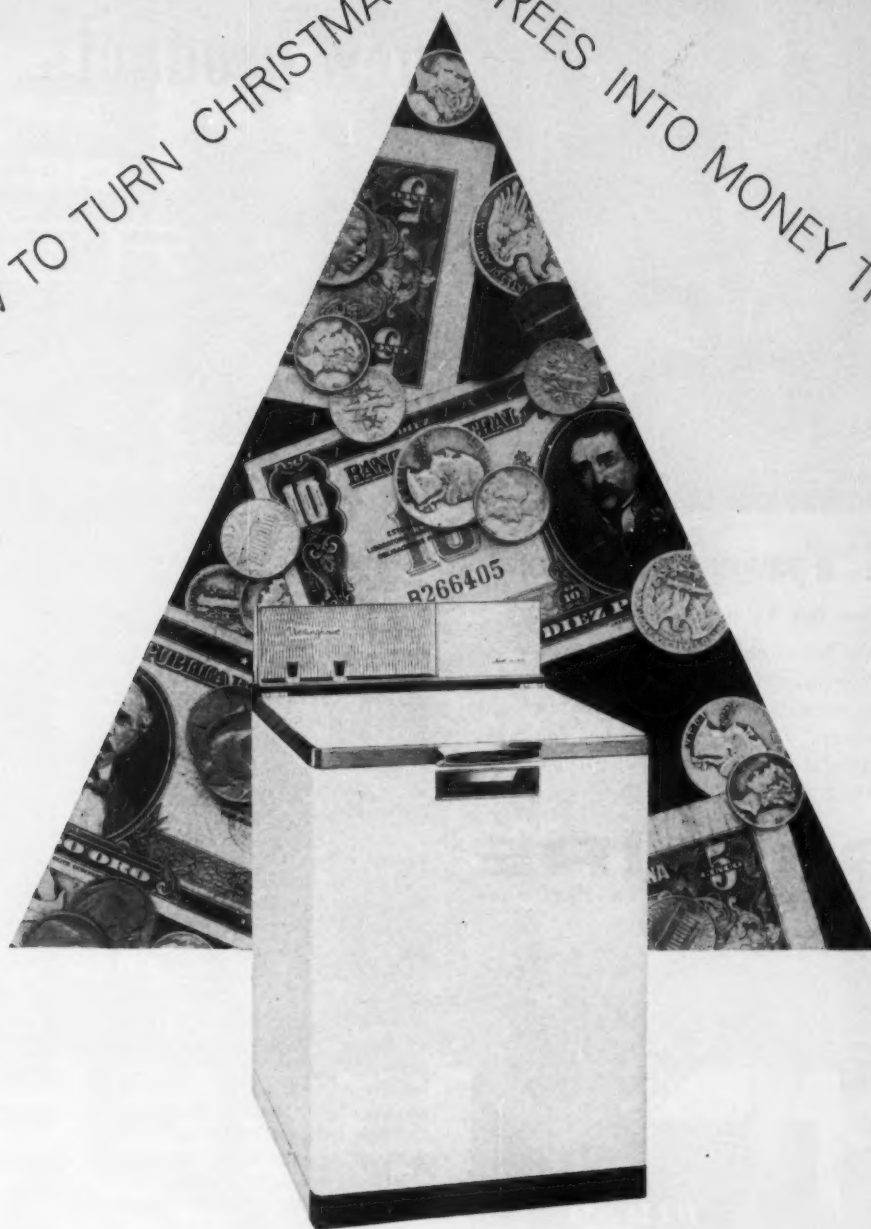
This new pressure model dispenses cold drinking water through chromeplated bubbler with sanitary angle stream guard; hot water is dispensed through chromeplated push-button glass filler; temperatures are thermostatically controlled; also available without hot water feature; cold rolled steel cabinet, grey hammertone enamel finish; stainless steel top with satin finish. Sunroc Div. CF, Glen Riddle, Pa.

Briefs

Stewart Industries Inc., announces the addition of a humidistat, KAH-180, to its kitchen ventilating line; features a 150 strand human-hair control element and is adaptable to models KA-170 and KA-155 "Kitchen-aire" ventilators. Stewart Industries, Inc., 320 E. St. Joseph St., Indianapolis 2, Ind.

Fast Chemical Products Corp. has added several new cleaners to their original SSS-T steam iron cleaner: a coffemaker and Melmac cleaner; a Rollaway stain remover to remove ink, rust, grass, nail polish, food, paint, lipstick and blood; and a rust stain remover which is safe on colors, fabrics, venetian blinds or metal. Fast Chemical Products Corp., Yonkers, N. Y.

HOW TO TURN CHRISTMAS TREES INTO MONEY TREES...



SELL EVERY SANTA IN TOWN A 1960 WESTINGHOUSE **ROLL ABOUT** DISHWASHER

THE SEASON'S RIGHT! 30% of year's portable dishwashers are sold in November and December.

THE STYLE'S RIGHT . . . Sells on Sight! Only portable with "Choose-N-Change" Micarta tops in choice of 5 colors.

IT'S "FEATURED" RIGHT! Only Westinghouse has the Hot Water Booster that guarantees 140° hot water, and . . . as every woman knows . . . "The Hotter the Water the Cleaner the Dishes!"

PURCHASE PLAN'S RIGHT!

Promotional models . . . priced to pull prospects into your store . . . to let you step prospects up to the de luxe Imperial ROLL ABOUT.

Full profit margins . . . on all models.

"Hawaiian Holiday" for dealers . . . buy one to fifty 1960 ROLL ABOUTS and take trip to Hawaii.

WESTINGHOUSE SUPPORTS YOUR CHRISTMAS PUSH!

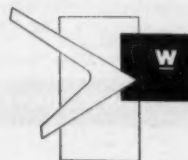
Network TV Demonstrations on "Desilu Playhouse" . . . November 13 and December 4 . . . Lucy helps you *move* the ROLL ABOUT.

Full page, four color magazine advertising in *Better Homes & Gardens* and *Sunset*.

Cooperative Advertising tie-in to give you the local impact you want.

Free Washing Action Display with purchase of three 1960 ROLL ABOUTS.

GET SET TO CASH IN! CONTACT YOUR WESTINGHOUSE MAJOR APPLIANCE DISTRIBUTOR TODAY!



YOU CAN BE SURE...IF IT'S **Westinghouse**
WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS—CBS-TV FRIDAYS

SELL WESTINGHOUSE BUILT-INS, TOO!



ROLL OUT model has *Hot Water Booster*. Crisp, clean styling, convenient Roll Out Porcelain Wash-Well, 8 Choose-N-Change custom front panels.



"My service set-up is a paying proposition!"

Says Bill Netzman, Webster, New York. Bill runs Netzman Electric.

"My service people really know their stuff. Frigidaire taught them everything from basic electricity to salesmanship. I don't know of any manufacturer who can match the Frigidaire training centers. The one near us has the best facilities in the area. And it helped change my service setup from a headache into a paying proposition."

FRIGIDAIRE
DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO



TURN SERVICE CALLS
INTO SALES TOO
with

**Multitone
ADAPHONE**

Personal Listening Attachment

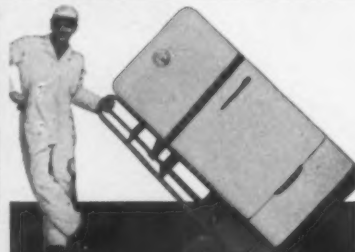
Every T.V. Owner a prospect

Adaphone is an essential for the hard of hearing. It's also a natural for late listeners, apartment dwellers, homes where split-shift problems arise and where sleeping children might be disturbed. Keep an Adaphone in your service kit, it hooks up in minutes—demonstrate it—sell it. Suggested List Price \$19.95.

Highest quality—Fully guaranteed

Get full information, mailers, and special price on demonstration sample from your jobber or write—

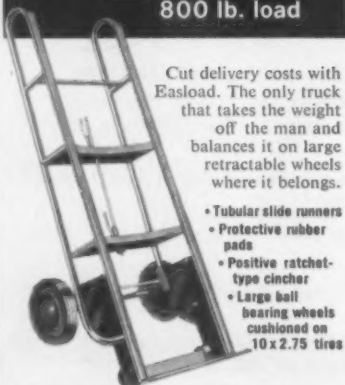
MULTITONE OF CANADA LTD.
24 MERTON STREET, TORONTO, ONT.



It's so easy

to deliver appliances
with an

EASLOAD
Safely handles an
800 lb. load



Cut delivery costs with Easload. The only truck that takes the weight off the man and balances it on large retractable wheels where it belongs.

- Tubular slide runners
- Protective rubber pads
- Positive ratchet-type cincher
- Large ball bearing wheels cushioned on 10 x 2.75 tires

Order Easload today—on MONEY BACK GUARANTEE of satisfaction (F.O.B. L.A.)... only **\$57.50**
Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

new products



Waste King Deluxe gas incinerator

Waste King Incinerators

Introduction of 2 new smokeless, odorless, indoor incinerators for use in areas where air pollution is a problem is announced by Waste King. Both Deluxe and Custom units can dehydrate and burn 1½ bu. rubbish, garbage or other household combustibles in from 1 to 2-hrs; these models complete the company's line of 5 indoor incinerators designed to meet almost every household need.

Styled for today's streamlined kitchen and service porch interiors, the Deluxe is encased in a champagne gold cabinet; Custom in hammered grey; a multiple burning chamber and an after burner reduces gases to carbon dioxide and steam; a specially-designed "rabbit-ear" handle enables homemaker to open door with elbow if needed; door of Deluxe unit may be opened with a foot pedal. Automatic timer guides incinerators through burning cycles and turns them off after refuse is consumed.

Heavily insulated cabinet exteriors designed to keep them at close to room temperature during all phases of burning; gas fuel supply is automatically cut off should pilot light go out.

The other 3 incinerators for areas where air pollution is no major problem include a single chamber Custom gas model 900; a budget-priced model 107; and a model 808 electric unit. Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.



Elna Automatic sewing machine

Elna Sewing Machine

Elna Automatic, a 3-in-1 sewing machine, features a "free arm"

which works on same principle as darning egg, enabling user to get at difficult places such as sleeves, trouser legs, collars; also suitable for darning socks and knee patches; automatically monograms, appliques, sews on buttons, buttonholes and blind stitches; sews on lace and smocks; using a 5-hole foot it sews with 7 colors if desired; with twin needle it double stitches seams, makes double rows of embroidery in 2 colors; comes in carrying case which can be converted to full-size worktable; also available as flatbed machine or in a variety of desk and cabinet models.

Price, \$199. with carrying case or as flatbed machine. Elna Sewing Machine Corp., 164 W. 25th St., New York, 1, N. Y.



Penna Reelrider mower

Pennsylvania Reelrider

This lightweight tricycle Reelrider, designed to lighten lawn-care requirements of homeowner with small lawn is a 21-in. reel type power mower with large padded sulky seat, aircraft type steering grip with single pilot wheel; "stirrup" footrests, all adjustable; powered by a 2.25 hp, 4-cycle die cast aluminum engine with cast iron cylinder inserts; automatic recoil starters; "demi-tone" mufflers; two 11-in. diam. cast iron wheels on which are mounted 3-in. wide semi-pneumatic tires and one 10-in. cast iron wheel with solid rubber tire for steering; easy operating throttle control on steering handle; sports car lever type clutch control has rubber hand grip; height adjustment of cut from ¾ to 2-in.; reel consists of 5 self-sharpening, wide, bevel ground, steel cutting blades; hollow ground stationary blade.

Riding frame, 1-in. diam tubular steel has shock-absorbing spring-mounted front wheel assembly; weighs 165 lbs. Pennsylvania Power Mower Div., American Chain & Cable Co., Inc., Exeter, Pa.

PENTRON[®]

STEREO



Triumph
HIGH-FIDELITY
TAPE RECORDERS

SEEN... RECORDED... HEARD...



SOLD!

KEY TRIUMPH FEATURES

- Exclusive 1 year warranty • Simple push-button operation • Plays 2 and 4 track tapes • Living Room styling • Built-in High Fidelity 3 speaker system • Just 18 easy-to-handle pounds • And professional electronic features.

TODAY! WRITE...WIRE...PHONE FOR FULL DETAILS...or NAME OF YOUR EXCLUSIVE DISTRIBUTOR.

Triumph, new for 1960, a masterpiece of electronic engineering. Sells on sight . . . on sound . . . a powerhouse new profitmaker from Pentron, America's oldest exclusive tape recorder manufacturer. And, isn't it reassuring to know that the Triumph is just one model in America's finest, most complete, stepped-up line of professional quality tape recorders, designed for volume sales.

Merchandised for your protected profit through protected pricing.
Pentron Stereo and monophonic models from \$129.95 suggested retail.



Available...your complete Pentron
Demonstration—Sales department



CORPORATION • 777 S. TRIPP AVE. • CHICAGO 24, ILLINOIS



**The biggest
step in business
...the short distance
from the middle
to the top**

Companies are still canvassing the colleges like crazy, cajoling neophyte engineer and technologist to come to California, Texas, Florida, Canada . . .

But what about the man-in-the-middle? The citizen with ten or more years invested in his company? Here he is, hitting his most productive stride, ready to take on heavier responsibility. How much longer must he wait? Is his real potential recognized?

Upstairs in this same company, his management will tell you their single biggest job is finding new top talent. And what they are seeking most in a man is "something" that stands for more than merely his proficiency in his particular post.

What, for instance? An alertness to other phases and functions of the business. A keener appreciation of long-range planning, policy-making, new product development and research. Today, the top candidate's thinking must be as broad as his specialized knowledge runs deep.

Your editors, the men who plan and write this particular McGraw-Hill publication for you, recognized this need long ago. You'll find it answered, issue by issue, in these pages. Here, right here, is the perspective you need to push up and ahead. And as you read, keep reaching, for . . .

Men who read more . . . earn more!

New Products



Vesta "Smart Set" 36 in. range No. 55-E-128

Athens Ranges

Two new 36-in. Vesta electric "Smart Set" ranges are introduced by Athens: deluxe No. 55-E-128, and standard No. 45-E-117.

Both feature 4 micro-tube surface units; three 1250-watt and a 2100-watt (right front) with 7-heat rotary switches and indicator light; oven thermostat has indicator light and heat selector switch for setting at off, preheat, bake and broil; rod-type, 2400 watt bake unit has hinge-connector; lifts for easy cleaning; Micro-tube, 3000-watt broiler element features removable Directo-Ray reflector; oven broiler has rounded corners for easy cleaning; smokeless porcelain enamel broiler pan and rack; oven is 16 in. wide x 13 in. high x 19 in. deep, and is fitted with 2 adjustable bright-plated racks; extra large storage space with 3 storage drawers at upper left and bottom.

Deluxe model No. 55-E-128 has gold panel for controls, chrome trim; control panel has Cook-timer, Minute-minder; convenience outlet; Minibreaker; Perma-View glass window; Robertshaw Thermal-eye, 1500-watt unit is optional for left front unit.

"Built-Ins"

A new line of Vesta gas and electric built-in ovens and cook-tops is announced by Athens Stove Works. The 24-in. oven in gas and electric models have non-fogging Perma-View window; automatic cook-timer; appliance outlet; exterior oven light switch; plated, non-tilt oven racks; eye-level minute minder; dark blue porcelain enamel broil pans and interiors; ventilated doors Fiberglas insulation; Silicone-rubber door seals; ovens also available in 16-in. width; with thermostatic controls; a triple-spit rotisserie is available on gas oven; drawer-broiler in lower electric oven glides forward when door is opened.

Shallow cook-tops take 2 3/4 in. in depth; gas unit has recessed knob controls on either side of 4-burner cluster; "burner-with-a-brain" thermostat available on left front burner; lift-off aluminum burner caps easy to clean; automatic ignition. Electric cook top

new products

ATHENS (cont'd)

has rear mounted control knobs; 7-speed Microtube units. 2 2100-watt front units 9-in. diam., and 2 1400 rear units, 7-in. diam.; "burner-with-a-brain" thermostat control with any unit.

Oven controls are top-mounted; comes in woodtone, lime, yellow or pink porcelain enamel. Athens Stove Works, Inc., Athens, Tenn.



Chico "6000" air purifier

Chico Air Purifier

Chico announces a portable air purifier that weighs 5 lbs; aluminum; use double filtration through fiberglass and activated charcoal to remove dust, pollen, smog, smoke, grease and odors from air; ultra violet rays from 3 ozone producing germicidal electronic lamps; unit cleans and deodorizes air in any room up to 15 x 15 ft.; may be wall-mounted if desired, or a decorative complement to table, shelf or office desk. Chico's 1960 line of all aluminum portables will also include combination purifier-cooler-humidifiers that plug in anywhere for year-round comfort conditioning.

Price, \$39.95 Chico General Products Corp., 1299 Bayshore Highway, Burlingame, Calif.



Universal gas range No. 8073-X

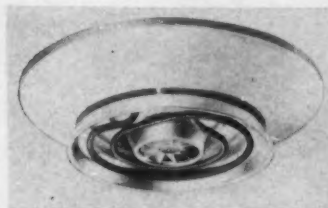
Universal Gas Range

Promotional range No. 8073-X, which has received the Gold Star Award is a 36-in. unit with automatic ignition, simmer-save burners, "burner-with-a-brain" and built-in timer clock; finished in acid-resistant enamel; an 18-in. fluorescent light illuminates entire top; 2 large storage spaces for utensils; even interior can be illuminated and viewed through extra-large window without opening door;

oven ignites automatically; holds 4 cakes or pies at time; built-in air circulation provides balanced heat; motor-driven rotisserie, installed at factory, comes free with range.

"Obedient burners" have unlimited number of measured cooking heats from "keep-warm" to fast-starting speed boil; smokeproof and fireproof broiler; in-a-drawer broiler mounted on roller bearings.

Price, \$249.95 Cribben & Sexton Co., subsidiary of Waste King Corp., 700 N. Sacramento Blvd., Chicago, 12, Ill.



Emerson heater No. 5015

Emerson Heater

Surface-mounted ceiling heater, No. 5015, designed to give recessed appearance is a radiant and convection heater; equipped with a 1250-watt tubular alloy element; small Axial flo-fan which circulates air downward without causing drafts; reflector finished in anodized gold; ceiling cover piece is 15-in. diam.; is clear anodized aluminum; easy to install; attaches to any standard 3- or 4-in. ceiling outlet box. Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis, 36, Mo.



Chromalox heater type PAH

Chromalox Heater

A "personal sized" portable heater, PAH, can be carried anywhere with capacity to heat playroom, nursery, laundry or cottage; finished in suntan-bronze, or white baked-on enamel; is heat and scuff resistant; built-in thermostat has range from 30 deg. to 105 degs. F. heavy-gauge metal case with polished brass trim; Microtube element, metal enclosed; 1500-watts on 120-volts. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh, 8, Penna.

A Frigidaire dealer talks about his franchise...



"I don't have to cut prices!"

Says Bob Drake, Indianapolis, Ind. Bob runs Drake Refrigeration Service.

"With the TRUE VALUE Plan, I sell Frigidaire appliances at regular price, less a TRUE VALUE trade in. It's fair to everyone. The customer gets what his appliance is worth. My net selling prices are competitive. Volume and profits are good. And I don't handle used clunkers. That's Frigidaire TRUE VALUE."

FRIGIDAIRE
DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO

For Best Results

... Insist on

SSST!
SPECIAL
CLEANING AIDS

THE ORIGINAL
SSST!
STEAM IRON
CLEANER
and Scale Remover
• Removes clogging scale, gives more steam.
• Cuts ironing time.
• CLEANS SHOWER HEADS. Get full flow of water.
• New life for KETTLES, VAPORIZERS, STERILIZERS.
Giant 9 oz. Bottle \$1.00

NEW!
SSST!
COFFEEMAKER
and Plasticware
CLEANER
TWIN PURPOSE LIQUID—no dissolving, rubbing, scrubbing
1. WASHES AWAY STAINS & OILS from COFFEEMAKER
2. REMOVES ALL STAINS FROM PORES OF PLASTICWARE - Cleans & sanitizes
(Guaranteed not to discolor aluminum)
Giant 9 oz. Bottle \$1.00

FAST CHEMICAL PRODUCTS CORP.
Yonkers, N. Y.

**Quick
easy way**

to make pipe connections
FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



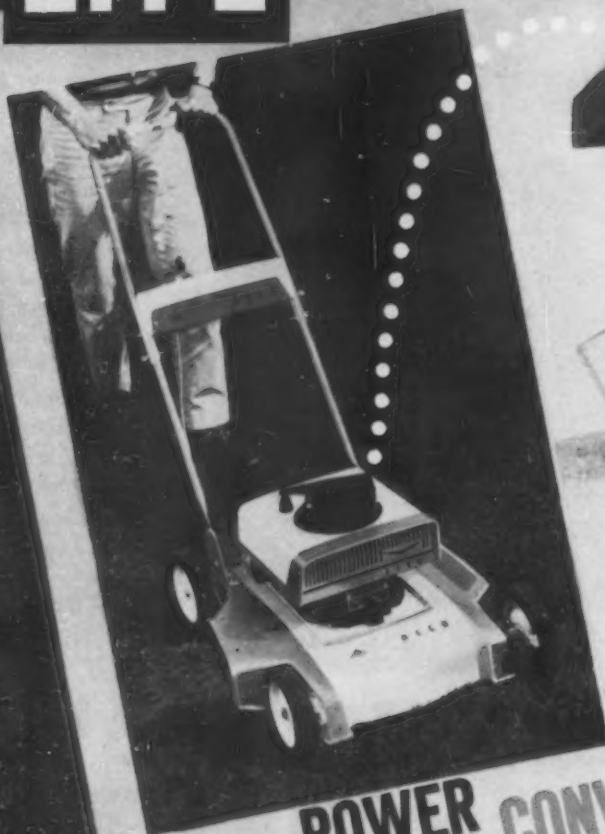
Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

ADVERTISED IN

LIFE



NOW POWER MOWER CONVERTS TO OUTBOARD MOTOR!

CHRISTMAS GIFT OF THE YEAR! THE AMAZING NEW
CONVERTS ROTARY MOWER TO OUTBOARD MOTOR IN MINUTES!

ACCO OUTBOARD MOWER

IT'S A POWER MOWER! This brand new ACCO Outboard Mower is really a power mower! It's a 22" Rotary Power Mower with all the features you want in a modern power mower. Snap aluminum slide housing, four position wheel adjustment, exclusive fold down handle, fingertip throttle controls, carbon steel blade, instant starting Pro-Pak engine and instant Self Starter. This Deluxe 22" mower is powered by the amazing 2.50 H.P. ACCO Dyna-Pak engine with new mechanical governor—tops in the light engine field!

IT'S AN OUTBOARD MOTOR! Yes! In minutes, you remove the Dyna-Pak from the mower and transfer it to the sturdy ACCO propeller unit packaged

with the mower. There you have it! A dependable 4 cycle outboard motor that eliminates messy mixing of gas and oil! It's perfect for trolling, cruising—any kind of fun afloat. And what's more, ACCO's outboard is the first in the field to offer you a mechanical Self Starter—assuring you of easy, instant starts every after time. ACCO's Outboard Mower can be yours at a combination price that can't be matched! It's the perfect gift to give or get this Christmas. See it today at the ACCO Power Products Dealer nearest you!

FROM ACCO!

FROM ACCO NOW READY FOR CHRISTMAS!

Here they are! The all-new, advance design ACCO power mowers—manufactured by the famous American Chain & Cable Company. ACCO's complete line of top quality mowers gives you the choice of quality in every style and price. Your nearest ACCO dealer will help you select the mower that's just right for you. A new ACCO is the perfect gift to say "Merry Christmas" all year long!

ACCO DYNA-PAK DELUXE
22" Aluminum Alloy Rotary—Powered by 2.50 H.P. ACCO Dyna-Pak engine with mechanical governor, instant starting, 4-position wheel adjustment, 4-position blade, fold down handle, fingertip throttle controls, carbon steel blade. Free test machine. Also available in 18" and 20" Self-Propelled.



ACCO 20
20" Steel Rotary—Dr. Rotary engine, fold down handle, 4-position wheel adjustment, 4-position blade, fold down handle, fingertip throttle controls, carbon steel blade. Free test machine. Also available in 18" and 22" Self-Propelled.



ACCO DELUXE
21" Steel Power Mower—Instant starting, fold down handle, 4-position wheel adjustment, 4-position blade, fold down handle, fingertip throttle controls, carbon steel blade. Free test machine. Also available in 18" and 22" Self-Propelled.



ACCO 18
18" Steel Rotary—Dr. Rotary engine, fold down handle, 4-position wheel adjustment, 4-position blade, fold down handle, fingertip throttle controls, carbon steel blade. Free test machine. Also available in 20" and 22" Self-Propelled.



ACCO POWER PRODUCTS
STEVENS LANE
EXETER, PENNSYLVANIA

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____

INDUSTRY FIRST!

MAKES EVERY SALESMAN A MERCHANDISER!

It's ACCO's revolutionary new OUTBOARD MOWER—the power mower that converts to an outboard motor! It's the hottest merchandising item to hit the power mower field in years! And it is available *only* to registered ACCO Dealers in the U. S. and Canada—another reason why top distributors are switching to ACCO! It will pay *you* to be one of the first in your area to feature the most sensational sales-maker of this or any other season!

Manufactured by the famous American Chain & Cable Company, the OUTBOARD MOWER will be introduced to the public in the November 30th issue of *Life*. This full-page, action-getting ad will create an immediate Christmas demand for the OUTBOARD MOWER—first item of its kind to be marketed by anyone, anywhere! Facing the full-page ad, ACCO will run a column selling the *complete* line of ACCO Power Products as ideal gifts. It's a terrific tie-in for

year-round sales! And *only* registered ACCO Dealers will be able to take advantage of it! For further information about opportunities with ACCO Power Products in your area, write, wire or phone today: **ACCO Power Products, Stevens Lane, Exeter, Pennsylvania.**

FROM ACCO!



ACCO POWER PRODUCTS DIVISION OF AMERICAN CHAIN & CABLE COMPANY, INC., BRIDGEPORT, CONN. PLANT: EXETER, PA.



new products



Dremel fish scaler

Dremel Fish Scaler

An electric fish scaler attached to a flexible shaft is announced by Dremel; shaft fits any standard electric drill; scaling requires two or 3 passes over each side of fish; included with scaler are attachments for cleaning and polishing baits as well as sharpening hooks, knives etc; a deluxe kit has also been developed and comes complete with motor and attachments.

Lightweight and compact, the scaler can be taken on any fishing trip; a guard over rotating scaler makes unit safe and keeps scales from flying, which means operations may be done at kitchen sink.

Price, Regular kit, "less than \$15.;" Deluxe model, "less than \$30.," Dremel Mfg. Co., Racine, Wis.

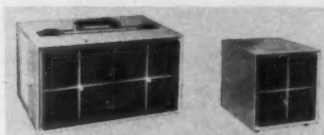


Leigh ventilating fan No. 5508

Leigh Ventilating Fan

Designed for mass ventilating fan market Leigh announces a low-cost ceiling fan No. 5508 with high style grille with mirror-like finish—vacuum plated on high impact Polystyrene, with free area, yet vision and finger-proof; has 4-pole motor totally enclosed to prevent grease and dirt from clogging parts; 6-bladed aluminum fan has 593 cfm free air; unit will not interfere with radio or TV; fan housing designed to take 8-in. duct, no reducers needed; no framing required; fan is installed with 6 nails or screws on only one joist. accessories available include a back draft damper; permanent filter; roof jack and 3-speed, wall-mount-

ed switch. Leigh Building Products Div., Air Control Products, Inc., Coopersville, Mich.



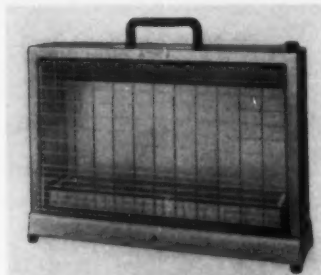
Lectrofilter No. 102 and No. 101

Lectrofilter Air Purifiers

Two new Lectrofilter air purifier and air cleaner models are announced by Coolerator. A self-exciting Van de Graaf type generator has been applied in a unique manner and is the basis of air filtering unit which builds up an electrostatic charge of from 15 to 18,000 volts, which is transmitted to filter so that every fiber is charged to quickly filter airborne particles of dust, pollen, dirt from air; an ultraviolet lamp for air purification and odor control, easy access to filter which can be vacuum cleaned and reused are other features.

Custom model No. 102 features an outside damper and accessory window-mounting kit, 2 directional air grilles; 2-speed operation providing 100 to 150 cfms air; 128 sq. in. filter surface.

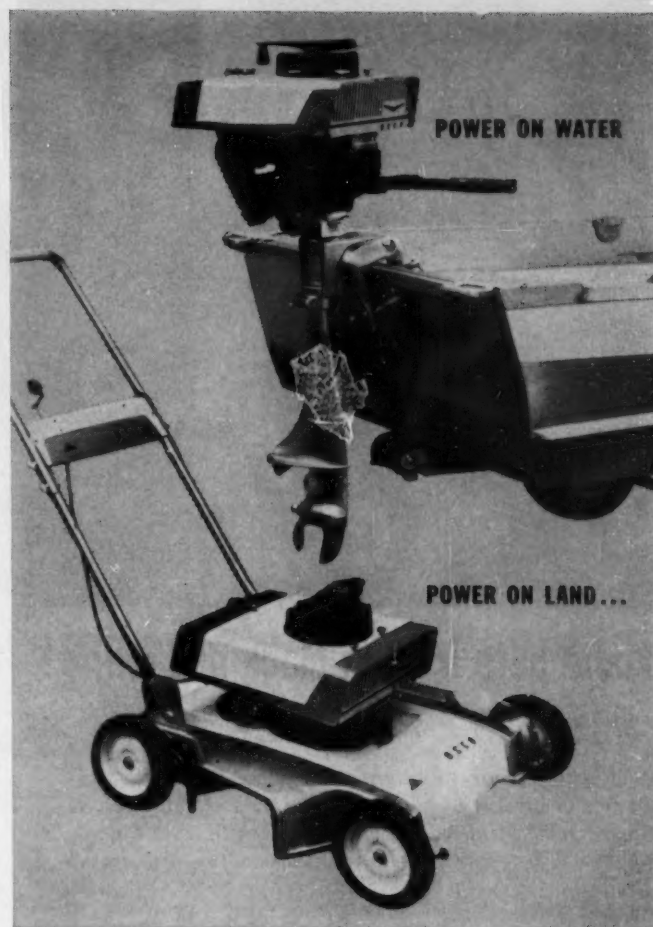
Super model No. 101 moves 100 cfms through approximate 65 sq. in. filtering surface; changes air every 6 to 8 min. in average size room. Both models 2-tone sand and cocoa with gold and white trim. Coolerator Div., McGraw-Edison Co., Albion, Mich.



Ampere Flat Quartz portable heater

Ampere Heater

Ampere's all-radiant portable heater features a flat quartz element rated at 1320 watts; will heat an average 10x13 in. room in most areas from zero to 70 degs. in 25 to 40-min.; no fans, hot spots or drafts; flat quartz element does not dehydrate air—objects are warmed, such as the floors; and creates comfort at lower temperatures; new modern design with recessed grille and metalustre wrinkle finish; comes with automatic thermostat and safety tip-over switch and pilot light. Ampere Industries, 60 Boston St., Newark, 3, N. J.



FOR ACCO'S DUAL-PURPOSE OUTBOARD MOWER PRO-FAX®— THE TWO-FISTED PLASTIC

From Acco—a new idea, a combination power mower and outboard motor. From Hercules—Pro-fax, America's first commercially available polypropylene; the plastic that is equal to the challenge of the Nation's most imaginative designers. They've combined to make possible one of the hottest merchandising items in power mower history.

Pro-fax is the amazing new plastic that has changed the face of many markets overnight. It was a natural choice for the engine hood of the brand-new Acco Outboard Mower—the power mower that converts to an outboard motor.

Why Pro-fax? Because there's never been a material offering so many advantages in its cost range. Pro-fax is tough, rigid, heat-resistant, stain and chemical resistant, colorful and lightweight. That's why Pro-fax is being used in growing volume in products formerly made of metal, wood or glass. For better looking, fast-selling, quality merchandise the trend is to Pro-fax, as a basic design material.

HERCULES POWDER COMPANY
INCORPORATED
Wilmington 99, Delaware



A Frigidaire dealer talks about his franchise...



"Frigidaire puts it all in black and white!"

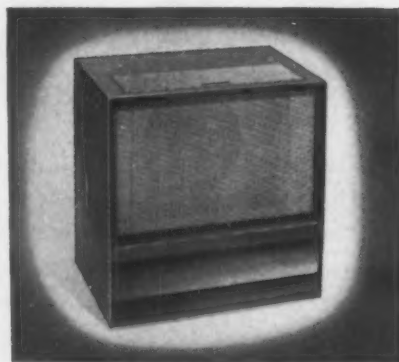
Says Oliver W. Holmes, Fayetteville, North Carolina.
Oliver owns Holmes Electric, Inc.

"For 35 years I've operated under a written Frigidaire franchise. So I've always known exactly where I stand. Because Frigidaire spells it all out in black and white. And I don't know any other appliance outfit that works this way."

FRIGIDAIRE
DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO

SELL relief from
winter's desert-dry
indoor air

SELL
the new,
high capacity,
automatic

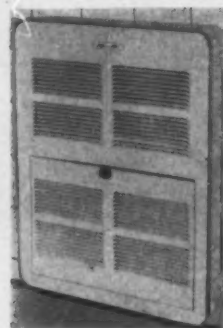


RP Aprilaire
PORTABLE HUMIDIFIER

A vast market of customers seek relief every heating season from the discomfort and damaging, unhealthful effects of super-dry indoor air. Here's your profit opportunity...and Aprilaire Portable Humidifier...a high capacity unit (up to 4.3 gallons per hour)...with optional humidistat for constant, accurate control. Plus—an exclusive Aprilaire sales feature—the removal of up to 70% of the bacteria circulating through the unit—an additional health benefit. Sell health and comfort this season, with Aprilaire, the quality humidifier with the attractive profit picture. It's nationally advertised, pre-sold for you. Write for information.

RESEARCH PRODUCTS Corporation
Dept. 99, Madison 1, Wisconsin

new products



"Brilliant Fire" Vent-O-Magic gas heater

Vent-O-Magic Heaters

Two models of "Brilliant Fire" Vent-O-Magic sealed gas heater are announced. Both have 10,000 Btu input and require no large vertical chimney; fasten direct to wall, so no flue pipe is exposed; magic vent goes directly into wall and fresh air and unburned gases are passed through it; "Brilliant Fire" models are suitable for walls up to 24-in. thick and heating 1000 cu. ft. space. Both on-the-wall and recessed models available; on-the-wall comes in Coppertone and Café baked enamel; recessed in white baked enamel and chrome; burner is 1-piece cast-iron with precision-machined, non-clogging slotted parts; heating section and magic vent of aluminized steel.

Price, "about \$99.95". Ohio Foundry & Mfg. Co., Box 191, Steubenville, Ohio



Homko Snow Plow SP-109

Homko Snow Plow

Homko's self-propelled snow plow can be operated manually or can be put into motion at flick of fingertip throttle which regulates machine's full range of speeds; all steel unit with baked enamel finish; self-cleaning lug wheels; precision cast gears; rotor features a breaker bar which demolishes ice-encrusted snow and drifts on walks, grounds, edges; 2-way adjustable chute throws snow to right or left up to 15 ft.; tubular handle; 2½ h.p. 4-cycle B & S engine as well as heated carburetor and shielded spark plug; other features include

self-oiling sleeve bearings in wheels and rotor; heat-treated cut steel gears in wheel drive; moisture-shielded, lifetime lubricated ball bearings in wheel drive and clutch. Western Tool and Stamping Co., 2725 Second Ave., Des Moines 13, Iowa.



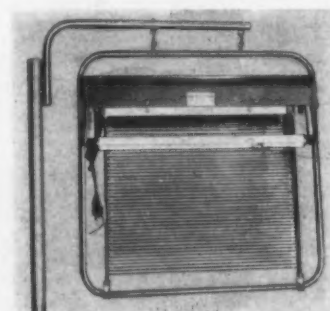
Welbilt gas range 8D6730

Welbilt Gas Ranges

A new line of 12 Welbilt 30-in. gas ranges, featuring a giant wide oven is announced. Top of line model, shown, features a deluxe illuminated background with electric clock, timer and appliance outlet; Sizzl-griddle; "burner-with-brain;" glass oven window and light.

Line also features new burner with removable lightweight burner caps, rock-free grate, "matchless" automatic oven ignition, blow-out-proof; top burner pilots and instant ignition top burners.

Prices, top model, \$224.95; budget model, \$134.95. Welbilt Corp., 57-18 Flushing Ave., Maspeth, 78, N. Y.

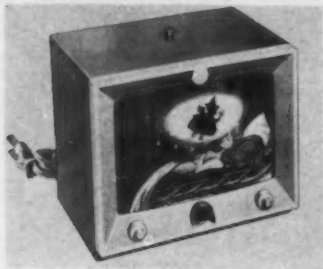


Electro insect destroyer EID-1

Electro Insect Destroyer

Suitable for patios, terraces, swimming pools, drive-ins; automatic; portable; weatherproofed construction; complete with Blacklight lamp, 3-wire cord and mounting bracket; may be mounted on post, pole, tree, side of building with bottom of panel 8-ft. above ground; uses 35 watts 28-in. square; optional equipment includes filtered tube where no visible light is desired; tray for dead insects, and convertor to plug into cigar lighter for picnics. Electro-Lads Mfg. Co., Box 2262, Dearborn, Mich.

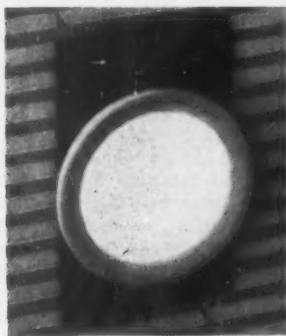
New Products Briefs



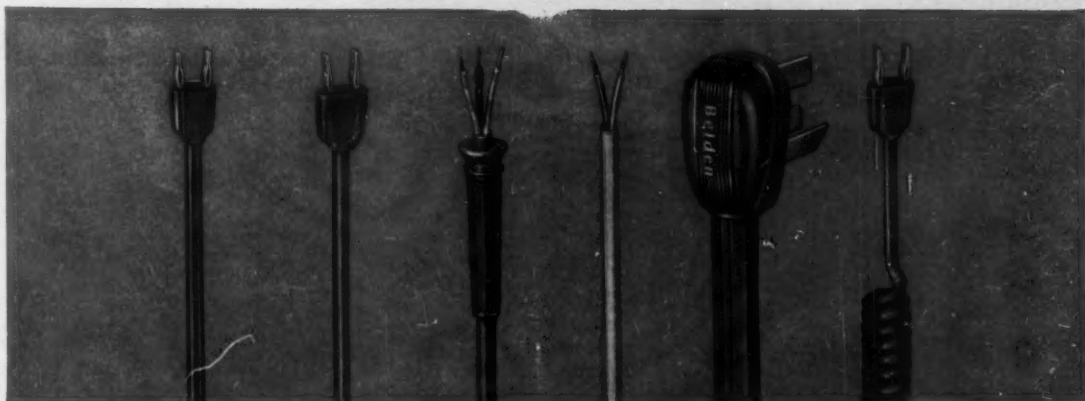
Color, music, and motion are featured in the "Sleeping Beauty" night light introduced by Hanks-craft. Housed in plastic resembling a miniature TV set, sleeping beauty lies asleep while characters circle over her head; an imported Swiss music box plays the theme song. Price, \$6.98 Hanks-craft Co., Reedsburg, Wis.

"Imperial" a new model gas light is announced by Arkla Air Conditioning Corp., features a golden eagle crest; tapering glass area; hurricane-style chimney and decorative glass gallery; available with an 8-ft. 3-in. diam. post; measures 14 1/2 in. high; provides 75-80 candlepower. Arkla Air Conditioning Corp., 812 Main St., Little Rock, Ark.

A new 17-in. Snow Hound that can throw 1100 lbs. snow a minute is announced by Toro; designed to be added to units driven by 3 h.p. Toro Power Handle, features a swivel turret directional chute, and new rotor design for greater snow control; available in 2 models, hand or self-propelled. Price, \$79.95 for hand-propelled; \$109.95 for self-propelled. Toro Mfg. Corp., 3042 Snelling Ave., Minneapolis 6, Minn.



Introduction of a "Panescent" Nite Light is announced by Sylvania. The lamp produces uniform light without use of bulbs, tubes, filaments or cathodes, over entire surface of a metal panel by the principle of electroluminescence. Consists of a circular luminescent panel 3 1/4 in. diam. set in an ivory plastic frame; plug-in prongs on back are off-center so Nite Lite does not obstruct other plug in a 2-plug receptacle. Price, 98¢. Sylvania Electric Products Inc., Salem, Mass.



Complete Cords for All Electrical Equipment



Appliances

Yard and Garden Tools

Power Supply Cords

Range and Dryer Cords



One Wire Source for Everything Electrical and Electronic

The Belden design of the 3-leaf Phosphor bronze contacts used in heater appliance plugs provides the best and longest lasting electrical and mechanical connections available.

Belden cords are manufactured to UL specifications and bear the UL flag label with the SECC emblem.

BELDEN MANUFACTURING COMPANY
Chicago 80, Illinois

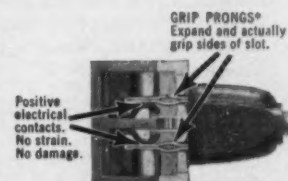
17-1-9

The Belden plug stays in the outlet
GRIP PRONGS®—give dependable service on all electrical equipment. Available on the better complete cords only.

1 Plug stays in—good contact even in worn outlets.

2 Maintains best possible electrical connection.

3 Prevents damage to the electrical contacts in receptacle.



*Belden Grip Prongs—U. S. Patents: 2,499,787; 2,871,305. Canadian Patents: 459,585; 506,946

Magnet Wire • Lead Wire • Power Supply Cords • Cord Sets • Portable Cordage • Electronic Wire
Automotive Replacement Wire and Cable • Aircraft Wire • Electrical Household Replacement Cords

new products TELEVISION & STEREO



RCA Home Entertainment center
No. 240-KV-77

RCA TV

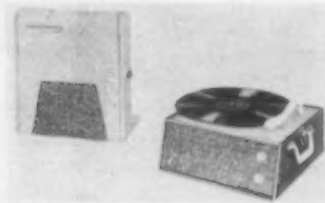
Eight new TV models including a complete home entertainment center combining TV, AM-FM radio and a stereo hi-fi "Victrola" instrument and 2 sets featuring the new rectangular picture tube are announced.

Rockland, the combination unit, series, 240-KV-77 features a 24-in. picture tube; 24 watt dual channel stereo amplifier; 1 pr. 3-speaker Panoramic sound systems; deluxe stereo automatic record changer; AM-FM radio tuner with provision for separate simultaneous reception of both AM and FM radio; mahogany or walnut veneer cabinets and selected hardwoods.

Rectangular tube sets feature the 23-in. rectangular picture tube in upright and lowboy consoles. Gainsborough, lowboy series 230-K-53 in mahogany and oak veneers with selected hardwood framing; Wakefield, a modern upright, series 230-K-55; walnut or light cherry veneers and solids.

Bridgeport, series 240-K-48, a 24-in. modern upright console in mahogany or walnut finishes; a 21-in. swivel console, Ashland, series 210-K-31 in mahogany, oak, walnut or cherry; Huntley, series 210-KR-44, in mahogany or walnut grained finish; Pickwick table model Series 210-T-17 in gold or ebony and Winslow, 210-CK-87 in mahogany or walnut.

Rockland home entertainment center in 55½ in. wide; 32½ in. high; 18½ in. deep; picture tube is flanked by 2 Panoramic sound systems each with 12-in. "woofer" and 2 3½ in. "tweeters" 1 transistor. RCA-Victor Div., Radio Corp. of America, Camden, N. J.



RCA stereo SES1

RCA Stereos and TV

Four new stereo "Victrola" phonos are announced by RCA Victor.

The phonos, each with dual amplifier and separate speaker system in "lift-Away" lid of portable carrying case have 4-speed players; available in single-play and automatic changer versions, the stereo players are SES1—a 4-speed, single play unit with 2 4-in. speakers; twin crystal stereo pick-up and a balanced, featherweight tone arm; available in frost white and tan tweed, frost blue and charcoal tweed or golden white and mint tweed.

No. SES2, deluxe version of SES1 has twin ceramic pickup with stereo balance control; 5-watt, 2-in-1 amplifier; silver blue and white simulated leather case.

No. SES3, 4-speed, automatic changer has 5-watt, 2-in-one amplifier balance control; two 4-in. speakers; twin ceramic pickup; comes in mist gray and sea green and sandalwood and terra cotta simulated leather.

No. SES4, deluxe version of SES3, had dual volume and controls for TV and radio on right, under lift-up lid; similar compartment on left has 4-speed automatic record changer; provision for attaching a tape player or auxiliary speaker system to center. Prices, portable stereos, "as low as \$39.95." RCA Victor Div., Radio Corp of America, Camden, N. J.



Packard Bell Wireless remote set

Packard-Bell TV

A new TV console series with wireless "Computer Control" which turns set on-and-off, changes channels in either direction and provides full volume adjustment has been introduced by Packard Bell. New dialing technique flashes station numbers into position on computer display panel of set; a "volumatic" feature raises or lowers volume to any desired level; transmitter is fully transistorized and shock-resistant and transmits a frequency of 39 kc.

New series of wireless remote control receivers features 21-in. space-saver aluminized tube, 110 degs; rangefinder 98 chassis. All are completely equipped for hi-fi stereo sound; available in hand-crafted hardwood mahogany, oak, Colonial and Scandia.

Other models in line provide "Computer Control" without wire-

less remote feature.

Prices, mahogany, \$399.95; oak, \$419.95; Colonial and Scandia, \$429.95, including wireless "Computer control". Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



G-E stereo hi-fi phono No. RP-1150

G-E Stereo Phonos

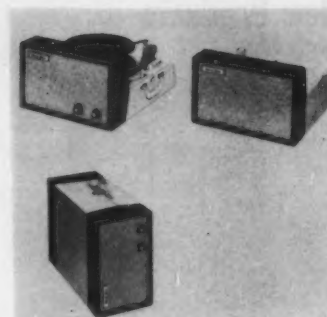
A stereo hi-fi and 2 stereo portable phonos are announced by G-E's Radio Receiver Dept.

No. RP1150 stereo hi-fi has complete stereo sound system with speaker systems that can be separated, dual amplifier, and a jewel-tipped stereo cartridge; 4 Dynapower speakers mounted in similarly constructed speaker enclosures, one of which is equipped with 2 of the 4-speakers, attaches to main unit for easy carrying but can be separated for stereo separation; 2-tone blue pyroxylin coated fabric over wood base with carrying handle and non-marring plastic feet; phono can play all records with lid closed whether or not detachable speaker enclosure is removed; 45rpm spindle.

Stereo portable, No. RP 1130, in beige and white had separate speaker systems, dual amplifier, stereophonic cartridge; 2 Dynapower speakers separately mounted, each in own enclosure; 1 enclosure is detachable from inside phono lid for stereo operation; features slot in back for hang-on-wall.

Available in tan and ivory, No. RP-1115, or blue and ivory, No. RP-1115, the other stereo portable has 2 Dynapower speakers, each mounted in separate enclosure which forms phono lid; for operation, 2 enclosures are removed from turntable and set up on either side of it, above or below it, with speaker line cords plugged into turntable unit; flexibility is a feature in setting unit up for stereo—turntable can be placed anywhere within limits of speaker connecting cords; position of enclosures establishes stereo, not location of turntable; sound feedback in tone arm is minimized because neither speaker is housed in turntable compartment; operates without lid covering; also features dual amplifier and stereo cartridge.

Prices, RP-1150, \$129.50; RP-1130, \$99.95; RP-1115, and 1116, \$79.95. General Electric Co., Radio Receiver Div., Bridgeport, Conn.



V-M stereo No. 314

V-M Stereo

V-M's No. 314 portable stereo system is a complete, self-contained system; weighs 19 lbs.; includes a V-M automatic record changer; 2 speakers; plays all stereo records; "45" spindle; dual-loudness control controls tone in both speaker systems simultaneously; brown and white leatherette case. V-M Corp., Benton Harbor, Mich.



Bulova stereo phono S-901

Bulova Stereos

A new line of portable stereo phonos featuring jeweler styling is announced by Bulova. Providing multi-dimensional sound through supplementary speaker units which are removable from basic assembly for location anywhere in room, all are equipped with VM 4-speed record changers with turn-over, dual jeweled stylus and automatic shutoff, dual-channel stereo amplifiers; and designed for automatic intermixing of different record sizes.

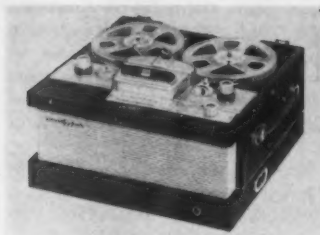
S-901, S-902 and S-903 have plastic exterior cases in choice of colors. S-904 has luggage-like cowhide cover and features 2 detachable speaker units with 8-in. and 4-in. speakers with crossover network; dual bass, treble, volume and balance controls, and a 45-rpm spindle.

S-901 uses two 4-in. speakers in each of its 2 speaker units; S-902 has a 6-in. and a 4-in. speaker in each unit; S-903 has 6½ and 3½ in. speakers in both speaker units.

S-904 and 903 equipped with hi-fi dual channel amplifiers with 15-watt output to provide 50 to 20,000 cps response; S-902 has volume controls for each speaker plus tone and balance controls; S-901 has 2 volume controls and tone control; both feature extended range frequency response.

Prices, S-901, \$99.95; S-902, \$129.95½; S-903, \$149.94; S-904, \$169.96. Bulova Watch Co., Inc., Flushing, 70, N. Y.

new products



V-M No. 720 tape-o-matic

V-M Tape Recorders

No. 720, V-M's most advanced tape recorder has 4-track portable recorder with stereo playback; pushbutton controls; cathoptic eye tuner and other V-M electronic advances are included; hi-fi speaker system has 6 x 9 in. woofer and 3.5 in. tweeter; input receptacles permit recording from crystal and dynamic microphones as well as from radio, TV or any phono.

No. 755, "Celeste" is a 4-track tape recorder with stereo playback; hi-fi speaker system contains two 8-in. woofers and 3.5 in. tweeter; has Cathoptic eye tuner; automatic shut-off; all controls; inputs for recording with microphone as well as with radio, TV, phono.

No. 710, tape-o-matic portable recorder rounds out line.

Prices, No. 720 tape-o-matic, \$225; amplifier speaker system No. 166, \$75.; No. 755, \$275; No. 710, \$189.95. V-M Corp., Benton Harbor, Mich.



Regency radio-phono RP-4

Regency Radio-Phono

A new transistorized, self-contained, portable radio-phono is announced by Regency Div., I.D.E.A., Inc.

No. RP-4 plays anywhere without wires or external connections, over 1000 selections on 4 flashlight batteries; accommodates 78, 45, 33-1/2 rpm records; dual jewel tipped turnover cartridge for 78 or L.P.; 4-in. acoustically balanced PM speaker; saddle tan with white stitching luggage style case; 11 1/4 x 9 x 3 1/4 in.

Price, \$49.95. Regency Div., I.D.E.A., Inc., 7900 Pendleton Pike, Indianapolis, 26, Ind.



Andrea stereo hi-fi "The Verdi"

Andrea Stereo Hi-Fi Console

Andrea announces a self-contained stereo hi-fi console, "Verdi"—a full integrated stereo hi-fi system contained within 1 cabinet; features include a 4-speed automatic record changer, diamond/sapphire dual stylus; hardwood mahogany cabinet; 6 balanced speakers in a crossover network; a cartridge plays stereo records as well as conventional types and a 45 rpm spindle adapter and record storage compartment.

Also introduced is the "Danube" a self-contained stereo set which uses same cabinet as "Verdi" with custom-built AM-FM deluxe tuner.

Prices, "Verdi," \$415; "Danube", \$385. Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City, 1, N. Y.

"Miracle Mount" all-purpose mounting bracket for safe antenna installation on roof, wall, or chimney, is announced by Clear Beam. The bracket is the center point for specially designed hardware components, each may be used in different ways depending on where antenna is installed; comes in full line of Do-It-Yourself antenna kits. Clear Beam Antenna Corp., 21341 Roscoe Blvd., Canoga Park, Calif.

Eight new accessories for the portable, camera-size Transitate tape-recorder is announced by Steelman Phono & Radio Co., Inc., Mt. Vernon, N. Y.: A remote control hand switch No. 2-7151 to control from a distance with a push-button; \$9.50 with 6-ft. cable; a remote control floor switch, No. 2-7152; a shielded mike extension cord, No. 2-7153 with plug and jack, \$3.95; an a.c. power source adapter, No. 2-7144 for use on 220- or 120 volt a.c., \$22.50; another battery-conserver—a 12 volt d.c. car battery adapter cable No. 2-7156 with 10-ft. cable permits operation of Transitate motor from any 12 volt d.c. car battery; and two sizes of special recording tape.



"Here's a line that makes sense!"

Says Withers Lee, St. Petersburg, Florida.

Withers runs Todd-Hyatt Stores.

"I think Frigidaire was pretty smart extending top-line features down to the volume models. This way, even if I'm selling a low-end washer, I've got a lot to talk about besides price."

FRIGIDAIRE

DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO

Good service makes good customers



You sold the appliance on your showroom floor, but when you deliver it, you're selling yourself. You want her to remember you with pleasure—how you protected her new appliance and woodwork against bumps or scratches.

The water-repellent canvas jackets and soft flannel linings of Webb Slingabouts® give her, and you, that protection. Webbing handholds help you maneuver appliances safely and smoothly into place.



SLINGABOUTS

For Radio, TV, Air Conditioners, ask about Wrapabouts®

Webb Manufacturing Co.
2918A N. 4th St., Phila. 33, Pa.

☐ Refrigerator ☐ Freezer ☐ Dryer

FIRM NAME

STREET

Send price of Slingabout or Wrapabout for
Model # _____ Make _____

☐ Range ☐ Washer (specify)

ATTENTION:

CITY

ZONE

STATE

Are you part of the PROFITABLE ORGAN MARKET?



An open letter from **JOE BENARON**,
President of **Thomas ORGAN CO.**

Thomas ORGAN CO.
8345 HAYVENHURST AVENUE • SEPULVEDA, CALIFORNIA
EMPIRE 2-3129

Dear Mr. Dealer:

RIGHT NOW... You have the greatest profit opportunity in the history of the electronics industry! **THE ORGAN BUSINESS IS EXPLODING!** Never before has the dealer had such a legion of prospects ready to be sold! Sales are accelerating in electronic organs. Many of the people who bought the several hundred thousand reed organs will want to trade them up.

During the past five years, home organ sales have increased 600%, yet the market saturation has reached scarcely 2%. Test your memory, Mr. Dealer, where have you ever seen obvious potential like this? You have your greatest profit opportunity with **THOMAS ORGAN**—the lowest priced, highest quality line in the industry. Here is truly the greatest single advance in home entertainment since television... brought about through a new patented electronic design only **THOMAS** gives you. For that reason, **Thomas Electronic Organs** begin in the six hundred dollar range, several hundred dollars under competition... at the same time delivering **MORE FEATURES, MORE VALUE PER DOLLAR**. If you will compare **Thomas** voicing with any other organ on the market, you will find that here are true, legitimate organ voicings—rich in beauty and thrillingly life-like.

And remember... you enjoy that huge market resulting from selling the additional thousands of families who are able to afford the lower priced **THOMAS ORGANS!** The primary reason that motivates a prospect to buy is the fact that he is convinced **Thomas** self-teaching lesson plan gets your prospects to play **RIGHT NOW**... clears the way to a sale for **YOU!**

And **Thomas Organs** are easy to sell because of the **Thomas Organ Finance Plan**... no other like it... You sell at **NO MONEY DOWN** and **36 MONTHS TO PAY!** Non-recourse, no holdbacks. **Thomas** puts you in the organ business easily with a 12 month floor plan at low interest... And **Thomas** insures you of the opportunity to make full mark-up because you sell within a protected area. Our dealers make an average of \$354 per unit sold.

ONLY THOMAS GIVES YOU ALL THESE ADVANTAGES:

1. Complete full line of lower priced quality goods.
2. A true electronic organ in the \$600 price range.
3. A complete line of logical, easy step-ups.
4. All finishes and cabinet stylings!
5. Advantages retail finance: **NO MONEY DOWN** and **36 MONTHS TO PAY.**
6. 12 month liberal CO-OP ADVERTISING PLAN in the industry.
7. The most liberal CO-OP ADVERTISING PLAN in the industry.
8. A wide variety of hard selling sales promotion and advertising supports.
9. A completely outlined plan of action to put you in **BUSINESS AND SHOW YOU HOW TO MAKE SALES!**

The potential is here, the profits are here, you should get into the organ business with **Thomas!** The time to act is now!

Sincerely,
Joe Benaron
JOE BENARON, President

Call, Write, Wire for Franchise Information!

Franchises are still available in some localities. If you are able to promote and merchandise this product, we can offer you the hottest deal in home entertainment today!

ATLAS DISTRIBUTING CO.
2310 Kamehameha
Honolulu, Hawaii
66-431

CISUM CORPORATION
2202 McKinney Avenue
Houston 3, Texas
Capital 4-1025

DAY MUSIC CO.
2182 North Lewis
Portland, Oregon
Prospect 5-4351

D&W FURNITURE & APPLIANCE CO.
102 Elm Street
Abilene, Texas
OR-46242

FOSTER-SILVEY CO.
47 Irby Ave., N.W.
Atlanta 5, Georgia
CEdar 3-3817

GENERAL APPLIANCE CO.
1101 Harney Street
Omaha 8, Nebraska
WE 4620

G. F. O. DISTRIBUTING COMPANY, INC.
1143 Santee Street
Los Angeles, California
Richmond 7-7201

HOLLANDER & COMPANY
3900 W. Pine Boulevard
St. Louis, Missouri
Olive 2-3900

BERNIE LA MOTTE DISTRIBUTING CO.
40 East 5th Street
St. Paul, Minnesota
Capitol 4-7662

ROTH APPLIANCE DISTRIBUTORS, INC.
647 West Virginia Street
Milwaukee 4, Wisconsin
BRoadway 1-1111

THE SAMPSON CO.
224 So. Western Avenue
Chicago, Illinois
Virgin's 7-6363

SUPERIOR DISTRIBUTING COMPANY
1601 Baltimore Avenue
Kansas City 8, Missouri
VI 2-0151

M. C. TEAKLE CO., INC.
3242 Telegraph Avenue
Oakland, California
Olympic 8-1701

TEMPO ELECTRONICS
1505 Adams Street
Denver 6, Colorado
KEystone 4-3821

THOMAS ORGAN CO. EASTERN DIVISION
24-11 36 Avenue
Long Island City 6, N.Y.
EMoire 1-3084

VANGUARD DISTRIBUTORS, INC.
1262 East 38th Street
Cleveland, Ohio
EX 1-1805

WM. F. WINSTROM ORGAN SALES
1825 South Shore Drive
Holland, Michigan
EDgewater 5-5492

MERCURY IMPORTING & DISTRIBUTING CO.
376 Niagara Street
Winnipeg 9, Manitoba
40-2859

Thomas ORGAN CO.

Division of Pacific Mercury Electronics
8326 Hayvenhurst Avenue, Sepulveda, Calif.

RUSH COMPLETE DETAILS ON A THOMAS FRANCHISE!

Name _____
Address _____
City _____ Zone _____ State _____

HEAR THE MARVELOUS VOICING OF THE THOMAS ORGAN... fill in the coupon and we'll send you a free demonstration record.

new products



Norelco record changer AG 1024

Norelco Record Changer

Automatic 4-speed Norelco stereo record changer, No. AB 1024, features pushbutton controls; rugged construction for stereo and monophonic reproduction; features manual or automatic operation at each of 4 speeds: 16%, 33%, 45 and 78 rpm, with automatic intermix of 7, 10 and 12-in. records at same speed and automatic stop. Wow, flutter and rumble are eliminated by means of suspended electrically and mechanically balanced shaded pole motor; included are a precision idler wheel and balanced turntable; controls include pushbutton for start-reject; pushbutton for stop; pushbutton for record size selection; rotating speed selection knob and lever for stylus pressure adjustment; 8-watts power consumption; modern decorator colors; complete with spindle and empty cartridge shell.

Price: \$29.50 North American Philips Co., Inc., Hi-Fi Products Div., 230 Duffy Ave., Hicksville, Long Island, N. Y.



RCA tape cartridge player SCP-3

RCA Tape Cartridge Player-Recorders

Two additional tape cartridge player-recorders, CP-1 and SCP-3 are announced.

Using its magazine-loading principle, the monaural CP-1 and the automatic SCP-3 can provide up to 1-hr. stereo music on push-of-button without turning or handling cartridge; SCP-3 features 17-watts maximum music power output; 50-15,000 cycles frequency response; deluxe 2-in-1 amplifier with 6-tubes; 2-transistors; 1-tube rectifier; 1-selenium rectifier; a "Magic Eye" record level indicator tube; Panoramic sound system with an 8-in. woofer and two 3 1/2 in. tweeters; available in brown and beige simulated leather carrying case; instrument includes 2 ceramic microphones; an extension micro-

phone cable and a 250 ft. extension cable; instrument automatically reverses itself when it comes to end of a monaural or stereo section; with pushbutton you can select any one of 4 monaural tracks or 2 stereo tracks.

No. CP-1 records and plays up to 2 hrs. monaurally with 8 1/2 watts output through 70-15,000 cycle frequency response; contains 6 1/2 in. Duocone speaker; 5-tube amplifier, 1-tube rectifier and tone controls; balance control; 2 4-in. speakers and a twin ceramic pickup; comes in gun metal gray and golden white carrying case.



Capitol Coronado No. 935

Capitol Stereo Consoles

Two new Capitol Custom stereo consoles, Coronado, No. 935 and Colonial, No. 134C are announced.

Both models have straight a.c. operated dual push-pull hi-fi stereo amplifiers with full feedback compensation; 2 heavy duty output transformers for low frequency response; distortion-free separate channel performance; deluxe automatic intermix, 4-speed changer plays all sizes and speeds of records—stereo and monophonic—as well as 16% Rpm book records manually; special shutoff switch when AM-FM tuner is connected; turns off when last record is played; stereo hi-fi cartridge with diamond stylus; deluxe control panel with functional switch for selecting AM-FM tuner and stereo channel; compensated 'loudness control'; full-range treble control; extended range bass control with 30 db variance; stereo speaker balance control with push-pull, on-off switch, visual indicator light; dual input jacks for auxiliary stereo tape playback.

Coronado can be played as a self-contained, all-in-one or can separate acoustically balanced speaker enclosures; cabinet finish in traditional mahogany or modern walnut.

Colonial in early American cherry has 2 separate speaker enclosures of the compounded infinite baffle type; sound insulated and lined on 5 sides; each speaker enclosure has 3 dynamic speakers—a large bass woofer, medium size for mid-range and a tweeter.

Both models 31 in. high, 51 in. long and 19 in. deep;

Price, \$379.95 each; an AM-FM

new products

CAPITOL (cont'd)

hi-fi stereo-plex tuner is available as optional equipment at \$119.95. Capitol Records, The Capitol Tower, Hollywood and Vine, Los Angeles, Calif.



Trans-Aire "Voyager" radio-phonograph

Trans-Aire Phono

Known as "Voyager" the radio-phonograph combination operates on 4 flashlight batteries; plus records of 33 1/3, 45 and 78 rpm; has dual cartridge, 7 transistors and a germanium diode; portable; luggage-type carrying case.

Line also includes a series of Harle transistor radios starting at \$7.95 for a 1-transistor, 1-diode model with earplug; other portable radios range from \$34.95 for a 4-transistor model to \$49.95 for a portable 6 transistor and 1-diode model; all radios include batteries, leather carrying cases and ear-plugs. Line also includes transistor radio kits, 7-in-1 transistor multi-kit as hobby kits.

Prices, \$89.98, similar unit without radio (4TP), \$59.95. Trans-Aire Electronics, Inc., Brooklyn, N. Y.

Briefs

An improved automatic starter for power lawn mower gasoline engines is announced. The re-styled 'Speedy Starter for 1960' is lower and broader; surrounded by gins to prevent grass clippings and debris from being drawn into flywheel; single lever control; 2 1/2 turns of handle loads spring, handle folds over and depresses for starting; adaptable to any engine up to 4 1/2 h.p. Price, \$9.98. J. M. Dvorany Sales Corp., Racine, Wis.

Nitelighter, a light-sensitive switch with a "memory" automatically turns lights on when darkness approaches and turns them off the next morning. Automatic resetting is a new feature in the gold and black unit; up to 300 watts of living room, stairway, hall and other lighting can be controlled by a single unit. Price, \$17.95. The Fisher-Pierce Co., 170 Pearl St., So. Braintree 85, Mass.



"Octo-Let" provides 8 electrical outlets in 1; suitable for use any place where extra outlets are needed, features phosphor bronze buss-bar construction; tight spring gripping action; heavy duty line cable and plug suitable for portable or fixed installation on wall, floor, bench or ceiling. 1500 watts; Price, \$3.50. Federal Electronics Sales Div., Dedtro Inc., Rockville Centre, N. Y.

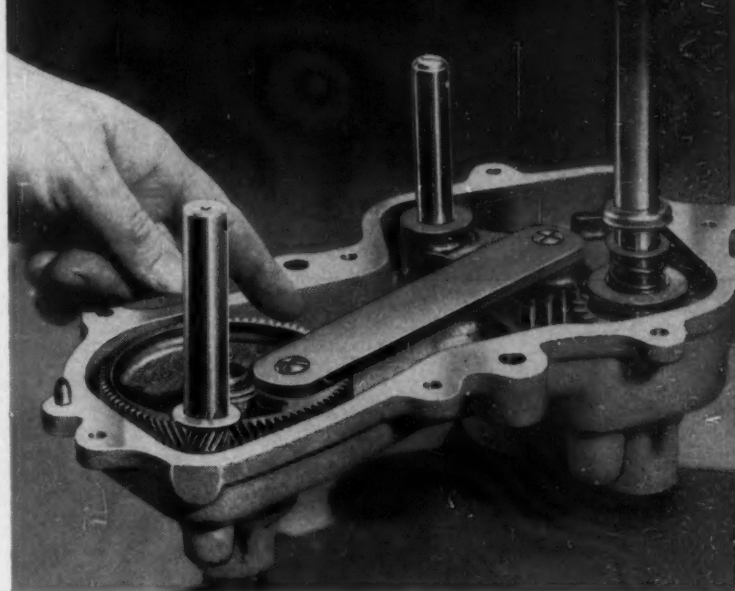
Cordomatic multiple-outlet reel, an automatic, retractable electric cord reel is announced by Cordomatic Div. The reel contains 20-ft. of 7-amp safety-rated cable which retracts after use with a flick; a 3-outlet a.c. receptacle permits operation of several tools or appliances from single cord at same time; unit may be wall-mounted or suspended from ceiling. Price, \$7.95. Cordomatic Div., Vacuum Cleaner of America, 17th St., and Indiana Ave., Philadelphia, Pa.

The Clock and Timer Dept., General Electric Co. announces an automatic phonograph "Need-L-Minder" timer, that clocks playing hours of needle with an indicator that registers up to 1,000 playing hours, metering the needle's "in use" hours. Clock and Timer Dept., General Electric Co., Ashland, Mass.

A new line of heavy duty, lightweight hand trucks called Copper-Tone is introduced. One model, built to handle appliances and furniture, has large tires on roller-bearing wheels to carry loads up to 1500 lbs.; felt padding prevents marring; straps hold load on truck and stair climbers. Moellenbrock & Wilke Inc., 204 Jefferson St., Washington, Mo.

Two low-priced, standard jet pumps are announced by Red Jacket. Model CJS, convertible shallow and deep well pump. SJS is a shallow well pump with built-in inject. Pumps of both models are metal with brass shaft, coupling, impeller, venturi and jet, have rotary seal; induction start 1/3 h.p. motors and pressure switch; available in factory assembled water systems with pump mounted on 4, 12, 30 or 42-gal. pressure tanks; also with 21 and 42-gal. tanks for standard water systems. Red Jacket Mfg. Co., 1051 Rolff St., Davenport, Iowa

HERE'S THE DIFFERENCE IN REPLACEMENT PARTS



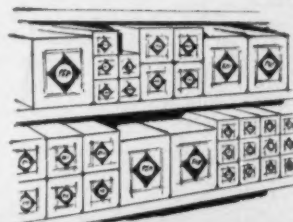
For the heart of RCA WHIRLPOOL Washers

USE ONLY FSP® PARTS

for perfect fit, longer service

The operating heart of your customers' washers requires exact synchronization to provide maximum performance. Only FSP replacement gears and gear case parts assure this performance. Why? Because they are made to the same exacting tolerances as original parts to provide perfect fit every time. They are carefully machined to pass the same rigid and careful inspection requirements as original parts to work right and last longer . . . your guarantee of customer satisfaction. So, don't take chances on doing a service job that will cost you money in profit-eating callbacks. Always specify FSP parts! See your RCA WHIRLPOOL distributor or authorized A.P.J.A. parts jobber soon!

IT'S BEST TO BUY FSP



Be sure it's FSP by looking for the FSP mark on the gear and on the package! FSP packaged parts are easier to handle . . . easier to store . . . easier to inventory. And, they are protected from dust, dirt and damage. It pays to use them!

FSP



Factory Specification Parts for

Whirlpool APPLIANCES

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

You get *SO MUCH MORE*

with FLEX-VENT®

THE COMPLETE CLOTHES DRYER VENTING LINE



MORE SALES...

With the complete Flex-Vent line you can vent any dryer in any type of installation.



MORE PROFIT...

Automatic profit with each dryer sold.



MORE STORAGE ROOM...

Flex-Vent has the smallest and easiest to stack kits and bulk cartons in the industry requiring only half the ordinary space.



MORE COMPLETE...

The complete Flex-Vent line includes vent hoods; white flameproof flexible tubing; aluminum and transparent window plates; clamps; accessories, etc.



MORE CUSTOMER SATISFACTION...

The quality Flex-Vent line is built 100% by the world's largest manufacturer of flexible tubing. Flex-Vent is approved by leading dryer manufacturers.

Flex-Vent is stocked by hundreds of appliance distributors and parts jobbers across the country. For names of those nearest you, phone, wire or write directly to us at Dept. 8N.

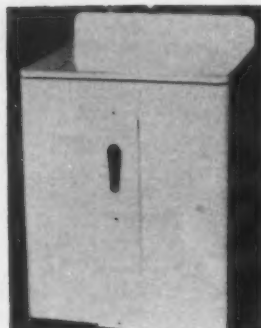
Flexible Tubing

CORPORATION

Guilford, Connecticut • Anaheim, California
Hillside, Illinois • Dallas, Texas

Associate Member of American Home Laundry Manufacturer's Association
Associate Member of The Appliance Parts Jobber's Association

New Products

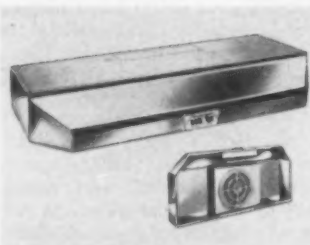


Automatic water softener

Penn. Range Water Softener

The new Pennsylvania Range water softener has a Robertshaw-Fulton control which includes the 4-stage regeneration process; design embodies automatic, pressurized system which eliminates danger of pressure built-up; timing mechanism operates on a 1-to-6 day cycle; regeneration takes place during early morning hour; however, manual control can be used without throwing clock out of its sequence for an extra regeneration when needed.

Salt and resin tanks of heavy gauge steel, glass-lined; housed in table-top jacket, 25 in. wide, 24 in. deep and 36 in. high for flush to wall installation. Salt capacity is 200 lbs., resin capacity, $\frac{3}{4}$ cu. ft.; hi-lo pressure range 15 to 125 psi. Pennsylvania Range Boiler Co., 24th & Ellsworth Sts., Philadelphia, 46, Penna.



Rangemaster Hood Fan No. 90

Rangemaster Hood Fan

A hood-fan that requires no cabinet space is added to the Rangemaster line of hoods and ventilators. No. 90 is a complete unit; pre-wired with 2-speed fan, permanent-type filter; double light with push-button controls; can be exhausted straight out back or vertically between wall studs; stainless steel or copper electro-plated finishes of coppertone enamel, hammered antique copper or brushed antique copper; comes in 24, 30, 33, 36, 40, 42 and 48-in. lengths and in standard cabinet depths of 12, 12 $\frac{1}{2}$ and 13 in. Aubrey Hardware Mfg., Inc. Union, Ill.



Altenite home workshop is self contained with a 2.6 amp. 2000 drill as well as complete drill press assembly and table saw assembly. No. 850 contains 45 pieces including a lamb wool polishing bonnet, 9 drill bits for wood and metal; all purpose paint mixer; 3-in. heavy duty grinding wheel; 2 pc. 2 mounted grinding wheels; and a variety of sanding discs. Allenite Mfg. Co., 1809 Milwaukee Ave., Chicago 47, Ill.

A new clothes dryer vent line featuring modern styling, low cost and a new "smooth flow" flexible duct, is announced by Leigh Bldg. Products Div., Air Controls Products, Inc., Coopersville, Mich.

New line includes a dryer vent for every need—vents for 3- or 4-in. outlets with tailpipes 3- or 12-in. long; come with flanges to cover both sides of window or wall opening; hinged damper retards back drafts; installation kits also available. The flexible ivory-colored duct is constructed of 2-ply flame retardant neoprene—one ply outside and one consisting of inside flexible wire coil.



Brammer Living Kitchens announces a "Sheer Line" of wood kitchen cabinets in a choice of 2 new finishes: Driftwood and Platinum. Designed to harmonize with sheer styled appliances and living-room dining room furniture styling, they offer adjustable shelves in base and wall cabinets, island cabinets, and pewter finished hardware. Brammer Mfg. Co., Davenport, Iowa.

NEW SUBSCRIPTION ORDER

Please enter my subscription to Electrical MERCHANDISING WEEK for 3 years at \$4. I understand I will receive a copy every Monday 51 times a year.

☐ Check here if you want 1 year at \$2
☐ I attach payment ☐ Please bill me

NAME POSITION
☐ Business Address
☐ Home Address

CITY ZONE STATE

COMPANY NAME

Above rates for U. S. and U. S. Poss. Dirs., Dept. Stores, Utilities, Appliance Mfrs., Mfrs. Reprs., Furniture Stores, Contractors-Dirs., and Distr.-Whlrs. For All others—copies available at cover prices (\$13 for 12 issues).

CANADA: \$6 for 1 year; \$12 for 3 years. (Canadian or U. S. Funds).
LATIN AMERICAN AND ALL OTHER COUNTRIES: \$15 for 1 year. E-11-59

NEW SUBSCRIPTION ORDER

Please enter my subscription to Electrical MERCHANDISING WEEK for 3 years at \$4. I understand I will receive a copy every Monday 51 times a year.

☐ Check here if you want 1 year at \$2
☐ I attach payment ☐ Please bill me

NAME POSITION
☐ Business Address
☐ Home Address

CITY ZONE STATE

COMPANY NAME

Above rates for U. S. and U. S. Poss. Dirs., Dept. Stores, Utilities, Appliance Mfrs., Mfrs. Reprs., Furniture Stores, Contractors-Dirs., and Distr.-Whlrs. For All others—copies available at cover prices (\$13 for 12 issues).

CANADA: \$6 for 1 year; \$12 for 3 years. (Canadian or U. S. Funds).
LATIN AMERICAN AND ALL OTHER COUNTRIES: \$15 for 1 year. E-11-59

FIRST CLASS

PERMIT No. 64

NEW YORK, N. Y.

BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed In The United States

—POSTAGE WILL BE PAID BY—

McGRAW-HILL PUBLISHING CO.

Electrical Merchandising Week

330 WEST 42nd STREET, NEW YORK 36, N. Y.

FIRST CLASS

PERMIT No. 64

NEW YORK, N. Y.

BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed In The United States

—POSTAGE WILL BE PAID BY—

McGRAW-HILL PUBLISHING CO.

Electrical Merchandising Week

330 WEST 42nd STREET, NEW YORK 36, N. Y.

LIFE
ADVERTISING

TO BRING THE ASTRAL STORY
OF NEW THERMAL COOLING
TO 32,100,000 READERS.

Astral
PORTABLE SPOT REFRIGERATION
WHEN AND WHERE YOU WANT IT. Guaranteed Silent Forever



OUTSIDE DIMENSIONS:
B230A2 — 36" high — 22½" wide — 21½" deep



OUTSIDE DIMENSIONS: BME-2 26" high — 20½" wide — 21¼" deep

ALSO
AVAILABLE
FOR GAS
OPERATION

NEW MIRACLE THERMAL COOLING UNIT...Guaranteed Silent Forever!

The miraculous new thermal cooling unit is guaranteed to be thoroughly silent forever...electrically it is designed for 6, 12, 24, 32, 110 and 220 volts...and its dual voltage permits selection of any low voltage with 110 or 220 volts AC or DC...ASTRAL, with its tiny 95-watt element, operates on the absorption principle and has no moving parts, thus sharply reducing maintenance costs.

NATURALLY IT IS GUARANTEED AND WARRANTED



MORPHY-RICHARDS

232 SOUTH VAN BRUNT STREET, ENGLEWOOD, N. J.

GET THE

Astral

PORTABLE SPOT REFRIGERATION FACTS

MISS LINDA FERRULE SELLS THE 1960 ASTRAL TO THE U. S.

Linda Ferrule, noted home economist and leading interior designer, is enthusiastically selling the 1960 ASTRAL to the United States...opening a new conception, a new refrigeration application to the American home...and the American dealers.

In the pages of LIFE MAGAZINE she will report to the more than 32,100,000 readers of that periodical on the value of the multi-use ASTRAL...the truly portable spot refrigerator that opens a brand new market to the dealers of America.

BACKING MISS FERRULE'S BIG OPENING GUN...A TRULY NATIONAL ADVERTISING AND P. R. CAMPAIGN...CUTTING ACROSS ALL FIELDS AND SERVING ALL DEALERS

All facets of this exciting, new refrigerator will be reached and reached again...doctors and dentists...boating enthusiasts...furniture manufacturers and poultry raisers...architects and veterinarians...hotels and motels...trailer manufacturers and trailer courts...outdoorsmen and trailer owners...IN FACT THE ENTIRE MARKET OF MASS CONSUMER HOME SALES

Miss Linda Ferrule, Morphy-Richards, Inc.
232 South Van Brunt Street, Englewood, N. J.

Dear Miss Ferrule: Please rush me full details on the new ASTRAL and the exciting new consumer sales program.

NAME.....
STREET.....
CITY..... ZONE.....
STATE.....



"Frigidaire never tries to fool you"

Says Don McCoy, Dayton, Ohio. Don runs McCoy's Appliance Stores.

"They're good people to deal with. The division managers who have handled my account have been real go-getters. They've all acted like my franchise means something . . . and they always keep their promises. The factory backs them up, too. They expect you to sell the line. But they don't pressure you. And Frigidaire never tries to fool you."

FRIGIDAIRE
DIVISION OF GENERAL MOTORS CORPORATION, DAYTON, OHIO



ELECTRIC CAN OPENERS

**America's Hottest Line
BVI PROMOTIONS
ARE HERE!**

Make sure you have enough
stock to handle the crowds insisting on

BVI Electric Can Openers.

ORDER NOW!

Wire or Phone

**BURGESS VIBROCRRAFTERS, INC.
GRAYSLAKE, ILLINOIS • Baldwin 3-4821**



Complete Demo on the Gold Star features was part of regular show in the Hilton exhibit hall during the AGA convention.

Gas: No Punches Pulled

At the AGA's recent Chicago convention, the gas industry promised it will hit the 1960 appliance market with bigger-than-ever promotions.

THERE isn't going to be any let-up in the deluge of gas promotions at the utility level in 1960.

Not by the evidence shown in Chicago, at any rate. The clue is in a gimmick: At the AGA convention, just over, an orange card was included in the package handed each registrant. It was a door prize card, and before the ticket could be turned in, it had to be signed at five places: AGA ad mat exhibit, 24-sheet poster exhibit, filmstrip exhibit, 1960 display exhibit, and the big, flashy home exhibit. There were ladies on hand to show the material, but they didn't sign many cards—that chore seemed to be reserved for seasoned AGA staff members.

They were selling hard, and to prospects who didn't just slough them off.

Theme of the convention was "New Horizons for Growth and Service." Some of the new horizons will be reached by AGA programs already started—such as the Gold Star Range program, and the sponsorship of Playhouse 90—according to J. Theodore Wolfe, outgoing president. The AGA will reach others through such new approaches as increased

legislative activity (AGA has registered in Washington under the lobbying act) and public relations programs (largely based on a recent AGA survey of public attitudes).

In a switch of pitch, AGA unveiled eleven magazine-designed "Parade of New Freedom" kitchens, most of which are scheduled for appearance in the women's and the shelter magazines. The "Parade of New Freedom" tagline indicates this year's approach will be from the convenience angle.

The AGA members met in a glow of optimism. President Wolfe pointed out that their industry had set new records in customer service, gross plant investment, revenues and net earnings. GAMA president Edward A. Norman pegged most of his expansive view of the future to the standard statistics: the birth-rate, increased building starts, spread of pipelines and so on. But he also pointed out that gas is going into entirely new areas—commercial air conditioning and heavy duty heating installations, to name two examples. Norman also expects gas refrigerators to boom.



**LOOK TO ZENITH FOR LEADERSHIP IN DEALER PROFIT
OPPORTUNITIES FOR THE CHRISTMAS SELLING SEASON**

ONLY FROM ZENITH—

distinctively
different
gifts of quality
for holiday sales
at full profit! —————>



Sell Zenith—first in quality— FIRST IN HOLIDAY SEASON

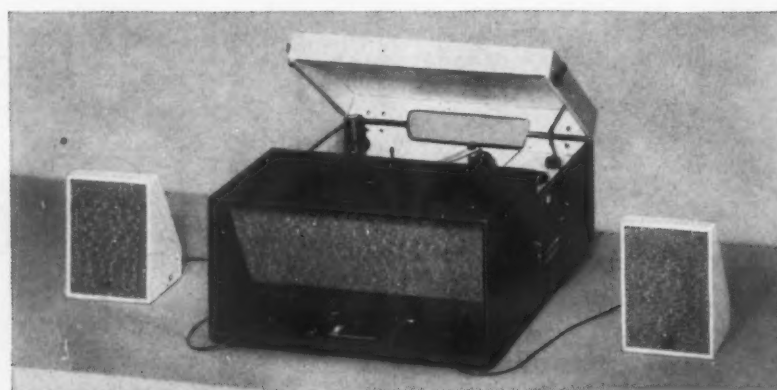
Distinctive sales ideas for Christmas!



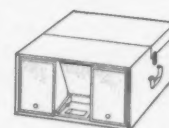
Sell Zenith—the gift of quality that in styling or performance



First time ever! Space Command® remote control tuning in portable TV! Just touch a button to tune TV from across the room. Above, the Zenith Madrid with Space Command 300. Side-mounted handles, vinyl-covered cabinet. 17" overall diagonal picture tube, 155 sq. inches of rectangular viewing area. Model D2015, \$249.95*.



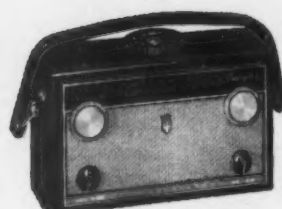
True stereophonic high fidelity in a portable record playing instrument. Only Zenith gives you a giant 10" woofer in a self-contained stereo portable plus built-in removable Zenith Radial Sound dual remote speakers which may be placed up to ten feet from the master cabinet. In briar brown color and white, the Zenith Operetta, Model SFD 111, \$159.95*.



Many more gifts of quality in the Zenith line

first in customer acceptance

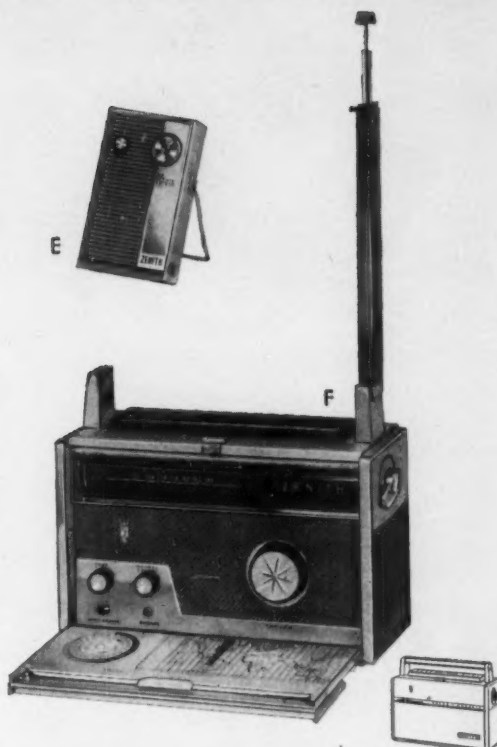
PROFIT OPPORTUNITIES!



D



E



F

You'll get more sales at full profit when you concentrate on the Zenith Line—because only Zenith gives you all the selling power of world-famous quality, truly distinctive styling and unequalled pride of ownership.

can't be duplicated

G. Long-distance, big-tone table radio. Full 6" x 9" speaker with heavy Alnico 5 magnet gives this long-distance AM radio richer, fuller tone. Three-gang condenser for increased sensitivity. In two-tone colors. AC/DC, Model B615, \$39.95*.

H. True high fidelity FM from two Zenith quality speakers. Automatic frequency control assures drift-free FM. Long-distance AM plus super sensitive FM reception. Rich, full tone. Maple, light or dark walnut veneers and ebony color. Model C845, \$129.95*.

I. Remembers to call you even after you shut it off! This clock radio with Snooz-Alarm†† timer calls you five times at 7 minute intervals. Sleep switch turns set off automatically. Long distance AM chassis. In pink, white or charcoal color. Model C624, \$49.95*.

J. Wake up to glorious music—with this multi-purpose FM/AM clock radio. Buzzer then calls you 10 minutes after. Turns small appliances on or off. Sleep switch. In black, white or green, Model B728, \$79.95*.



G

H

I

J

A. New design, new distinction—world's most powerful pocket radio of its size! Up to 300% more sensitivity. Rich, full tone. Nonbreakable case, choice of three colors. Zenith Royal 500E, \$75.00*.

B. Big-toned, compact outdoor portable. Easy-to-read slide-rule dial. Vernier pin-point tuning. Zenith quality speaker. In genuine leather, chrome plated grille. Royal 755, \$79.95*.

C. World's most elegant cordless clock radio. The Golden Triangle, a sensitive AM radio with imported clock of superb accuracy. Rotates at a touch, has three faces. 17 Karat gold-flashed trim. Royal 950. \$150.00.*†

D. World's most sensitive all-transistor 2-band (standard broadcast and long wave) portable! For pilots, boatmen. Special 150-400 KC band for FAA weathercasts and standby navigation use, plus long-distance AM radio. Super-sensitive reception. Leather case. Zenith Navigator, Royal 780, \$99.95*.

E. Pocket-size—magnificent tone! Extra-strong audio output for high volume without distortion. Wavemagnet® antenna. Zenith Americana, Royal 250, in black, tan or white, \$39.95*.

F. World's most magnificent radio. Powered to tune in the world. Zenith's all-transistor Trans-Oceanic® radio—smallest and lightest standard and band spread short-wave portable made. Eight wave band Royal 1000, \$250.00*†.

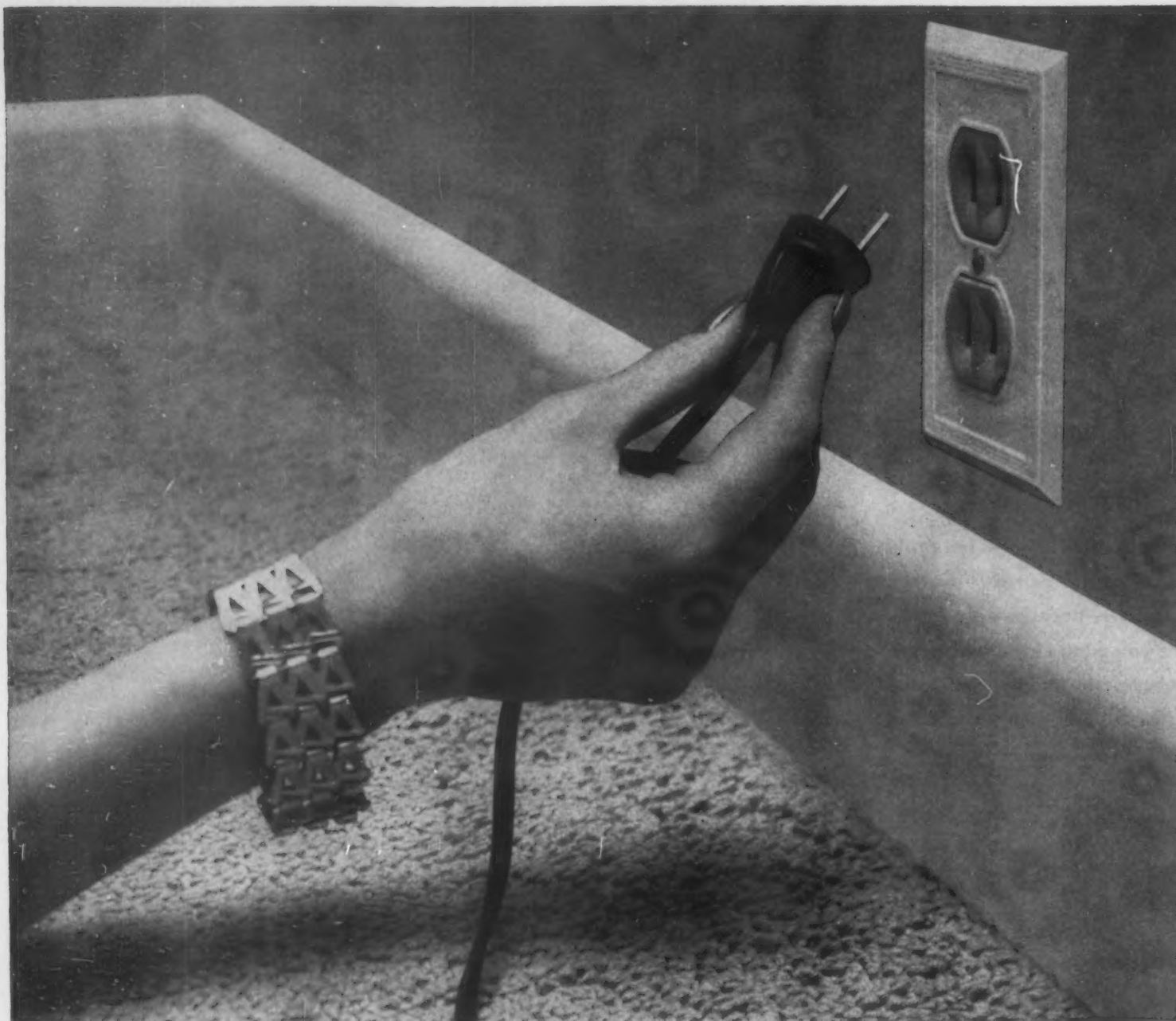
ZENITH

*The quality goes in
before the name goes on*

see them all at your Zenith Distributor's!



ZENITH RADIO CORPORATION
CHICAGO 39, ILLINOIS • IN
CANADA: ZENITH RADIO COR-
PORATION OF CANADA LTD., TORONTO, ONT.
The Royalty of television, stereophonic high fidelity in-
struments, phonographs, radios and hearing aids. 41 years
of leadership in radionics exclusively.
*Manufacturer's suggested retail price. Some prices
slightly higher in the Southwest and West Coast. Prices and
specifications subject to change without notice. †Price in-
cludes batteries. ††Registered trademark of clock supplier.



Wall-to-wall opportunity to sell carpet-cleaning appliances!

THE MOMENT TO SELL a woman your vacuum cleaner, carry-in sweeper, shampooer or other floor cleaning appliance is when she has carpets on her mind.

10,000,000 women are going to be super carpet-minded next February. That's when Good Housekeeping will run its historic CONSUMER STANDARDS FOR RUGS AND CARPETS and its big floor covering promotion in retail stores.

Now, a woman obviously can't think about carpets and rugs without also thinking about cleaning them. So that's when you step in with the official Good Housekeeping appliance facts tag right on your product.

This tag, especially designed to tie in with the rug and carpet standards program, will influence your customer at the moment when she's most receptive. Remember, she has just read and trusted every word in our big February carpet and rug editorial. She has just seen Good Housekeeping's rug and carpet standards in action—on quality floor coverings

in quality stores. She's ready to buy a carpet—she wants to be ready to clean it. The tag on your product simply confirms her confidence. That's why it will make the sale to her, and to 40,930,000* others whose buying decisions are influenced by the Good Housekeeping seal.

Never before have appliances had such an opportunity to tie in with their natural selling mates—floor coverings. Plan now!

For further information, write or phone: Sam Parsons, Good Housekeeping, 57th Street at 8th Avenue, New York 19; COLUMBUS 5-7300. In Chicago: FRanklin 2-0640. *Crossley, S-D Surveys, Inc.



Good Housekeeping

MAGAZINE AND INSTITUTE



IN MID-AMERICA...FOR ALL AMERICA!

The only coordinated market for home furnishings

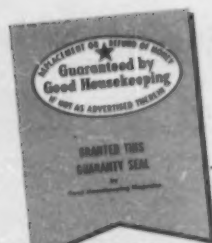
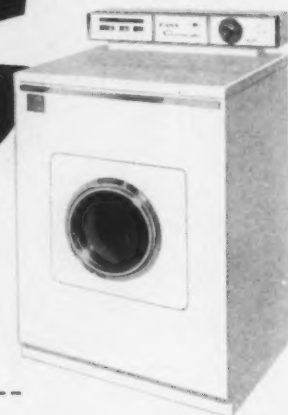
Centrally located in the heart of Mid-America, The Merchandise Mart offers the unique advantages of one-trip, one-stop shopping for everything in home furnishings. Because more firms with more lines headquarter in The Mart than in any other building in the world, you can conveniently

compare values within each industry—on the spot. You can see hundreds of merchandising and display ideas for use in retail selling. Comfortably air conditioned. Open all year 'round to serve your individual business requirements, it's always market day at The Merchandise Mart.

Be sure to attend the International Home Furnishings Market, Chicago, January 4-15

THE MERCHANDISE MART

Confidence is Combomatic®



CONFIDENCE CLOSES SALES—That's the significance of EASY's new selling theme: "THE WASHER/DRYER WITH CONFIDENCE BUILT IN!" Women want to have confidence in combinations, because the idea makes such sound *woman* sense. And now, with the proof of superiority only EASY offers, you can have confidence and *sell* confidence as never before!

When the customer says, "Show me!"—the Good Housekeeping Seal of Approval is their stamp of Confidence. And EASY Combomatic has it, you can be confident of that!

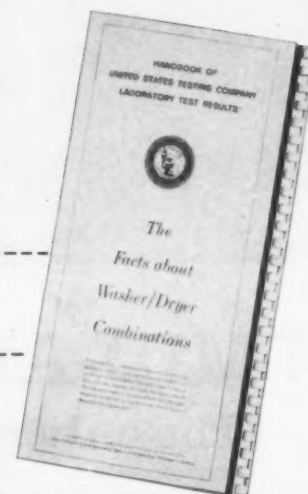


When people want to know if it's really so, they look to Parents' Magazine. Their Seal of Commendation is a mark of Confidence. And EASY Combomatic has it, you can be confident of that!

EASY sells confidence to your customers by submitting the Combomatic to the United States Testing Company for exhaustive comparison tests in direct competition with 17 models of Washer/Dryers...



... And proudly publishes the results in the United States Testing Company handbook of test results, "The Facts About Washer/Dryer Combinations." You can be confident with that!



EASY carries Confidence to your customers, too! In fact-filled spreads in November and December Parents' Magazine and Good Housekeeping.



Easy

COMBOMATIC

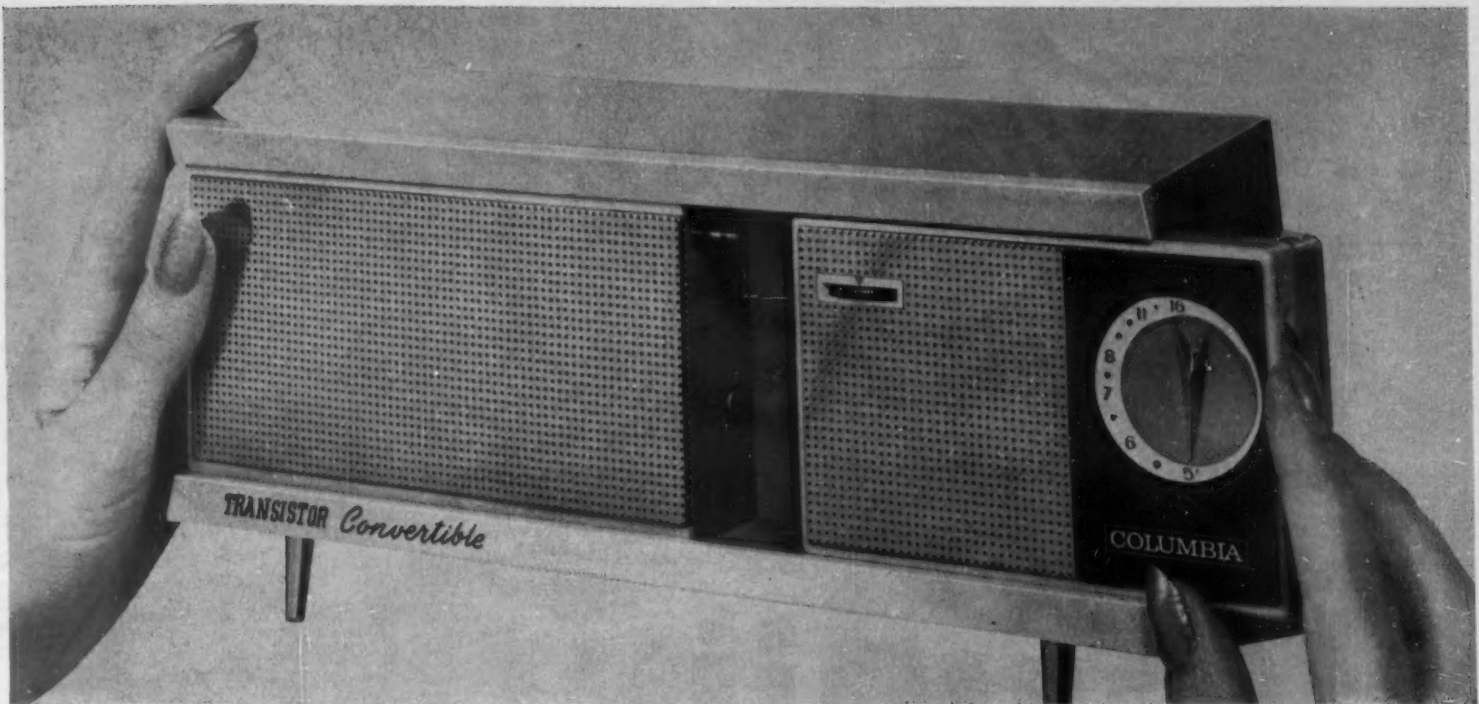
If you haven't checked EASY Combomatic performance in this handbook of United States Testing Company Test Results—you should.

The Washer/Dryer with Confidence built in!

And only EASY has all five... Gas, Electric Condenser, Electric Vented, Promotional and Under Counter models.

EASY LAUNDRY APPLIANCES DIVISION • The Murray Corporation of America • 919 North Michigan Avenue, Chicago 11, Illinois

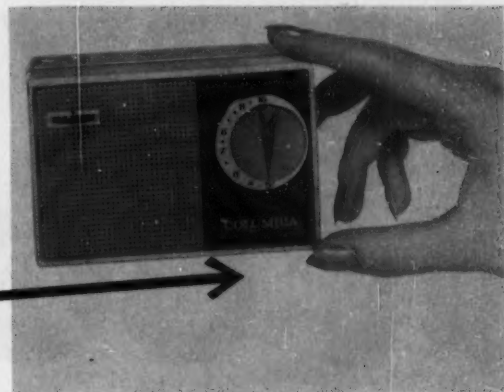
ANOTHER FIRST FROM COLUMBIA.



NEW COLUMBIA TRANSISTOR *Convertible*



A HANDSOME TABLE RADIO—Cordless! Extra large, high fidelity cabinet speaker delivers a rich, resonant tone with full volume of larger, more expensive sets.



PULL-OUT PORTABLE—Fits easily into pocket or purse. Has its own Alnico V dynamic speaker for loud, clear reception of distant stations.

A HIGH FIDELITY TABLE RADIO PLUS A PULL-OUT TRANSISTOR PORTABLE... POCKET-SIZE, POWERFUL...WITH 6 TRANSISTORS AND 2 DIODES. TO RETAIL FOR \$49⁹⁵ COMPLETE

- 6 transistors plus 2 diodes bring in far-off stations as loud and clear as local ones.
- 2 IF stages plus printed circuit provide long-life, true-tone fidelity... distortion-free reception.
- Pinpoint tuning selectivity eliminates station overlap.

Model C610G in two-tone gray with polished chromium grille. Model C610R in coral red and gray with polished brass grille.

Columbia does it again! A completely new idea in radios...another great opportunity for profit. The Columbia Transistor Convertible will have a tremendous market with the family, teenagers, sports fans, boat owners, traveling salesmen, farmers and the booming gift trade. For complete information and a personal preview call your Columbia Phonograph distributor or send coupon today.

SEND THIS COUPON TODAY, TO:

COLUMBIA PHONOGRAPHS
405 Park Avenue, New York 22, N. Y.

Contact me at once with sample and literature on the new sales-building Columbia Transistor Convertible.

Store Name _____

Address _____

City _____ Zone _____ State _____

The Columbia Transistor Convertible is typical of the advanced product development you can expect from

COLUMBIA . PHONOGRAPHS
NUMBER ONE IN THE WONDERFUL WORLD OF SOUND

Everyone said,
"It can't be done"
but Gibson is doing it!

HAWAII BY JET IN '60!



Only an aggressive selling team like Gibson's would even dare *think* about luxury Pan American Jet Clipper trips to Waikiki, let alone do it! But this is fact . . . you, and thousands of other Gibson Dealers, will enjoy the most glamorous vacation of all time next Fall — Hawaii by 660 m.p.h. Jet!

Right now 3,000 Gibson Dealers are in San Juan, previewing the hottest *new line* in the industry, the greatest *selling plan* in the field, and hearing of unbelievably easy qualification requirements for the most fabulous vacation ever offered. Hawaii by Jet! You can get the same story at your Gibson Distributor's Open House in October — watch for the dates, be sure to attend.

WANT TO GO PLACES?

get going...



You'll fly to romantic Hawaii in non-stop, 660 m.p.h. Intercontinental Jets! Gibson's exclusive charter arrangements with Pan American will enable you to breakfast at home — lunch in enchanted Honolulu. Nothing in the air can match the speed and service of these luxury Pan Am Jets.



For your added pleasure — spectacular entertainment! Hawaiian Luau's, Hula Dancers, Tahitian Festivals, Poolside Reviews. Sight-seeing to Pearl Harbor, ancient Hawaiian shrines, Oriental temples, *all* the charm and beauty of Hawaii . . . *all yours* from Gibson!



Your home in Aloha land — the fabulous hotels of Waikiki Beach. You're minutes from shopping, steps to the pool and beach. Everything in this vacationland paradise is dedicated to your comfort and pleasure.



Golden Waikiki Beach is at your doorstep. You'll thrill to the sight of surf riders, outrigger canoes, the breathtaking beauty of Diamond Head and the sparkling splendor of the blue Pacific. Nowhere in the world can you equal

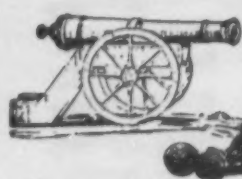
the timeless lure of these tropic islands. You'll truly live in a storybook setting of soft, surf-rimmed beaches and gentle green valleys. Hawaii, the Pearl of the Pacific, your vacation dream come true.

get Gibson

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation



"Bells of St. Mary's" wows America! (OCTOBER 27 CBS-TV) Now...



WESTCLOX SHOTS THE WORKS FOR CHRISTMAS!

With the biggest ELECTRICAL CLOCK PROMOTION EVER!



CONTINUES "SPECIAL TONIGHT"

HERE IT IS!
BIG NOVEMBER
SPECTACULAR!

"Miracle on
34th Street"



STARRING
**ED
WYNN**

Over the full NBC-TV Network,
Friday, November 27, 8:30-9:30
p.m., Eastern Standard Time.

LIVE TV SERIES

Featuring

Lovely
**BETSY
PALMER**



Your Westclox
Hostess Back by
Public Demand!

➔ COMING SOON! ➔

BIG DECEMBER
EXTRAVAGANZA!

"The Philadelphia
Story"

WITH
TOP STARS

OUTSTANDING CAST
TO BE ANNOUNCED



Over the full NBC-TV Network,
Monday, December 7, 9:30-11
p.m., Eastern Standard Time.

All This...

PLUS



A TREMENDOUS PRINT ADVERTISING CAMPAIGN!

Look at this Sensational Schedule!

CHOICE BACK COVER POSITIONS—FULL COLOR—FULL PAGE ADS—
in TV Guide and the best read magazine sections of top circulation newspapers.

TV Guide, Dec. 5
This Week, Dec. 6

American Weekly, Dec. 13
Chicago Tribune, Dec. 13

Parade, Dec. 20
New York News, Dec. 20

Philadelphia
Inquirer, Dec. 20

Plus full color, full page ads in the magazine sections of many other Sunday newspapers throughout the country!

FIRST TIME EVER!—A COLOSSAL SERIES OF TV SPECIALS, FOLLOWING ONE AFTER ANOTHER—BACKED UP WITH FULL
COLOR PRINT ADS EVERY WEEK 'TIL CHRISTMAS!—A GIGANTIC, DOUBLE-BARRELED PROMOTION, AIMED RIGHT AT
YOUR CUSTOMERS—TO HELP YOU SELL MORE WESTCLOX ELECTRIC CLOCKS DURING THIS BIG GIFT-BUYING SEASON!

SEE YOUR WHOLESALE TODAY! DON'T MISS A SINGLE WESTCLOX ELECTRIC SALE!

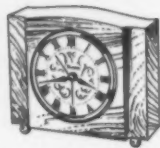
STOCK UP NOW ON THESE HEAVILY PROMOTED WESTCLOX ELECTRICS!



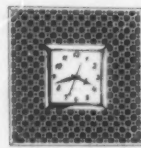
No. 804...New! Colt alarm,
new price leader at...\$4.98



No. 800...New! Drawse
alarm with exclusive "Sleep
Selector".....\$5.98



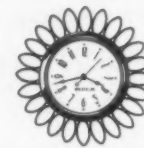
No. 1088...Sheraton alarm
in solid mahogany.....\$9.98



No. 910...New! Alhambra
decorative wall clock...\$14.95



No. 1440...Orbit wall
clock in striking color con-
trast.....\$12.95



No. 1147...Frill wall clock
now in copper finish...\$10.95

(All prices quoted here are retail)

IT'S A WONDERFUL TIME TO SELL!

WESTCLOX

electric

MAKERS OF BIG BEN • A DIVISION OF GENERAL TIME CORPORATION • LA SALLE-PERU, ILLINOIS

The most complete coffeemaker line—including
a fast-selling "SPECIAL"

ANOTHER IN

UNIVERSAL'S
NEW
LOOK



4448
8-cup, \$19.95

4468
8-Cup, \$26.95

4470
10-cup, \$29.95
4471 Copper, \$32.95

A UNIVERSAL *Coffeematic* for every prospect

Don't miss out on any coffeemaker prospects. You can step them up to higher priced models, make more profits when you stock the *full line* of Universal Coffeemats. Remember only Universal gives you a size for every family—a price for every purse in a quality line of automatic coffeemakers!

Only a limited number of this eight-cup SPECIAL that sold like hot cakes last year will be available. Get your order in now for the biggest buy on the market . . . a Universal Coffeematic with the Flavor-Selector for *only \$14.95*.

- Chrome on Solid Copper
- Famous Flavor-Selector
- Redi-Lite
- Non-Drip Pouring Spout
- Heat Sentinel
- Fast, Automatic Operation

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



LENE CAHILL



ENST 19091 EDIYVCH/02

MUSIC

LOVE & MONEY

...and ...
...and ...
...and ...
...and ...

...and ...
...and ...
...and ...
...and ...

...and ...
...and ...
...and ...
...and ...

...and ...
...and ...
...and ...
...and ...

58

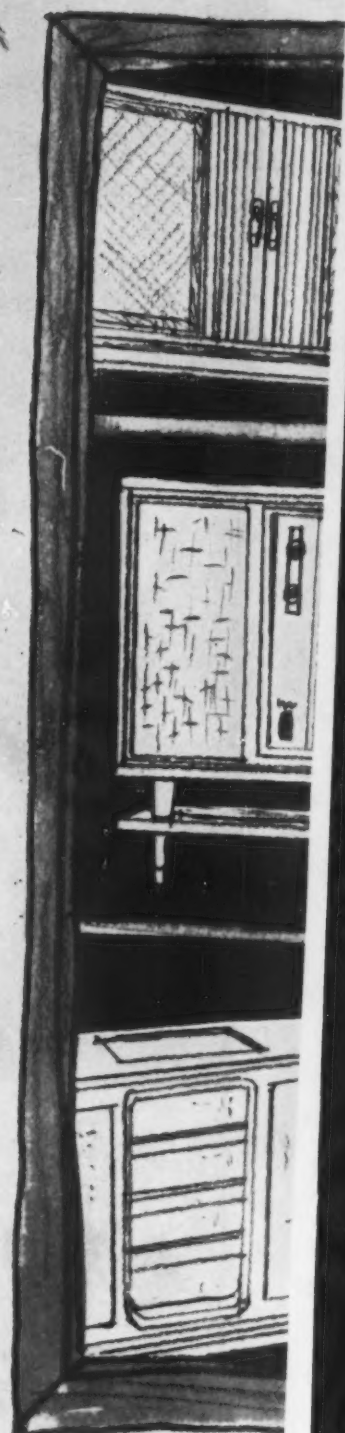
...and ...
...and ...
...and ...
...and ...

...and ...
...and ...
...and ...
...and ...

...and ...
...and ...
...and ...
...and ...

...and ...
...and ...
...and ...
...and ...

TIME, SEPTEMBER 21, 1959



TIME, SEPTEMBER 21, 1959



What a showcase for electronic appliances!

Why? Because articles in *TIME*, The Weekly Newsmagazine satisfy an appetite that exists to an unusual degree in *TIME*'s audience . . . an appetite for news about music in all its forms, about radio, television, entertainment personalities and performances.

Satisfaction of that interest in turn whets the readers' appetite for the apparatus that brings the world of culture and entertainment to life in their homes . . . radio and television sets, recorders, phonographs and other audio components.

AND WHAT AN AUDIENCE! A lively interest in new developments—that's part of the personality of the 2,350,000 executive and professional families who read *TIME*.

They have the money to support that interest, too. Their incomes are higher than those of any other group in the country.

Leaders in business and social life, their influence on the rest of the American market is decisive.

Sound like a description of best prospects for new electronic appliances? Here are some leading companies that think so—all run campaigns in *TIME*:

Admiral, Ampex, Columbia, Emerson, General Electric, Magnavox, Motorola, Philco, RCA, Voice of Music, Webcor and Zenith.





*"I can't be
squeezed by
a price cut!"*

JOHN LUCAS
and DON WOOD
Columbus, Ohio



*"My service
set-up is
a paying
proposition!"*

BILL NETZMAN
Webster, New York



*"I don't have
to cut prices!"*

BOB DRAKE
Indianapolis, Indiana



*"Frigidaire
puts it all in
black and white!"*

OLIVER W. HOLMES
Fayetteville, North Carolina



*"Here's a line
that makes sense!"*

WITHERS LEE
St. Petersburg, Florida



*"Frigidaire
never tries
to fool you."*

DON MCCOY
Dayton, Ohio

*Frigidaire talks to
its franchised dealers...*

YOU CAN

COUNT ON THIS

There's a great year coming up...for you...and for us. You've just seen a completely

re-styled Frigidaire line for 1960. There are new features, new products, new ideas.

In the next few months you'll see lots more that's new. Advertising, promotion and training plans

are in the works right now to help you break the sales records you set in '59.

But most important of all is your Frigidaire Franchise. It stands for the kind of products you can

always sell...and the kind of people you can always count on.



FRIGIDAIRE

Division of General Motors Corp., Dayton, Ohio

I want to see the pushbutton dishwasher I read about in House & Garden.

With the choice of 28 front panels to match our cabinets.

That can now wash pots and pans and plastic dishes.

With the air conditioned drying.

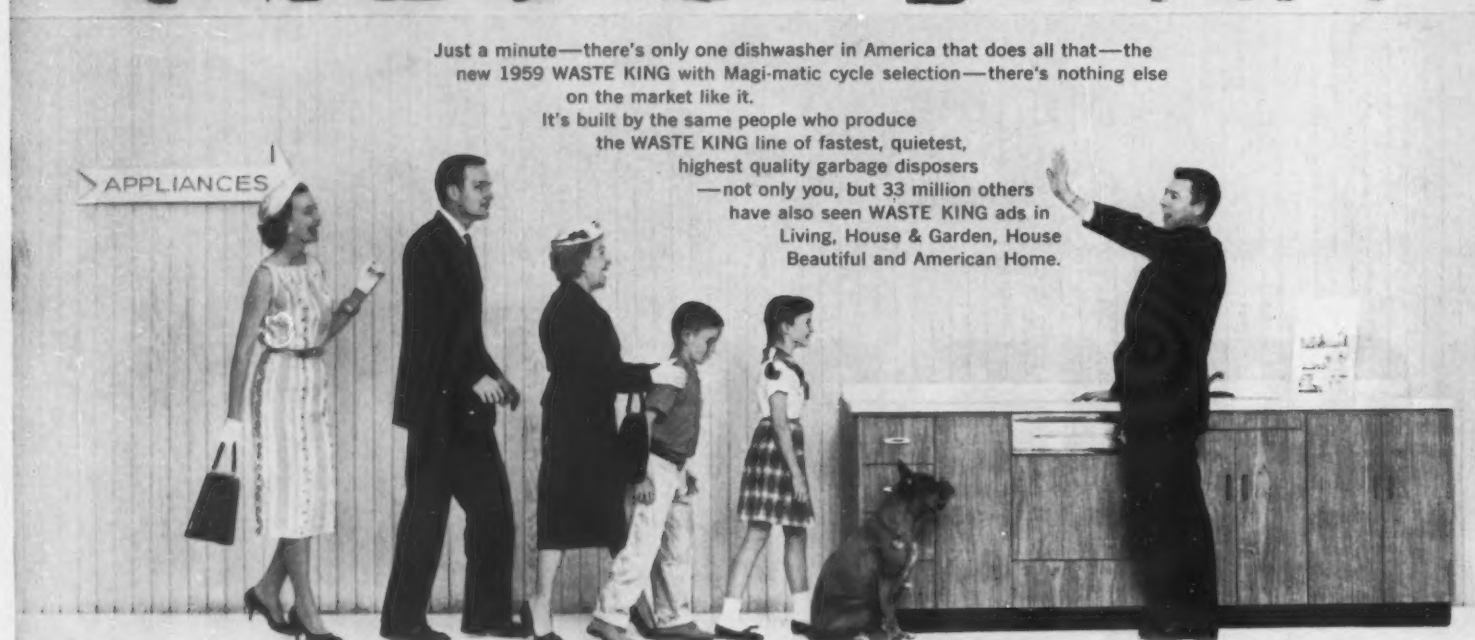
That holds enough dishes for a whole party all at once.

That's so quiet I can snooze in peace.



Just a minute—there's only one dishwasher in America that does all that—the new 1959 WASTE KING with Magi-matic cycle selection—there's nothing else on the market like it.

It's built by the same people who produce the WASTE KING line of fastest, quietest, highest quality garbage disposers—not only you, but 33 million others have also seen WASTE KING ads in Living, House & Garden, House Beautiful and American Home.



APPLIANCES

WASTE KING

demonstrated—?

Would your family like to see the

What family, I never saw those people before in my life.



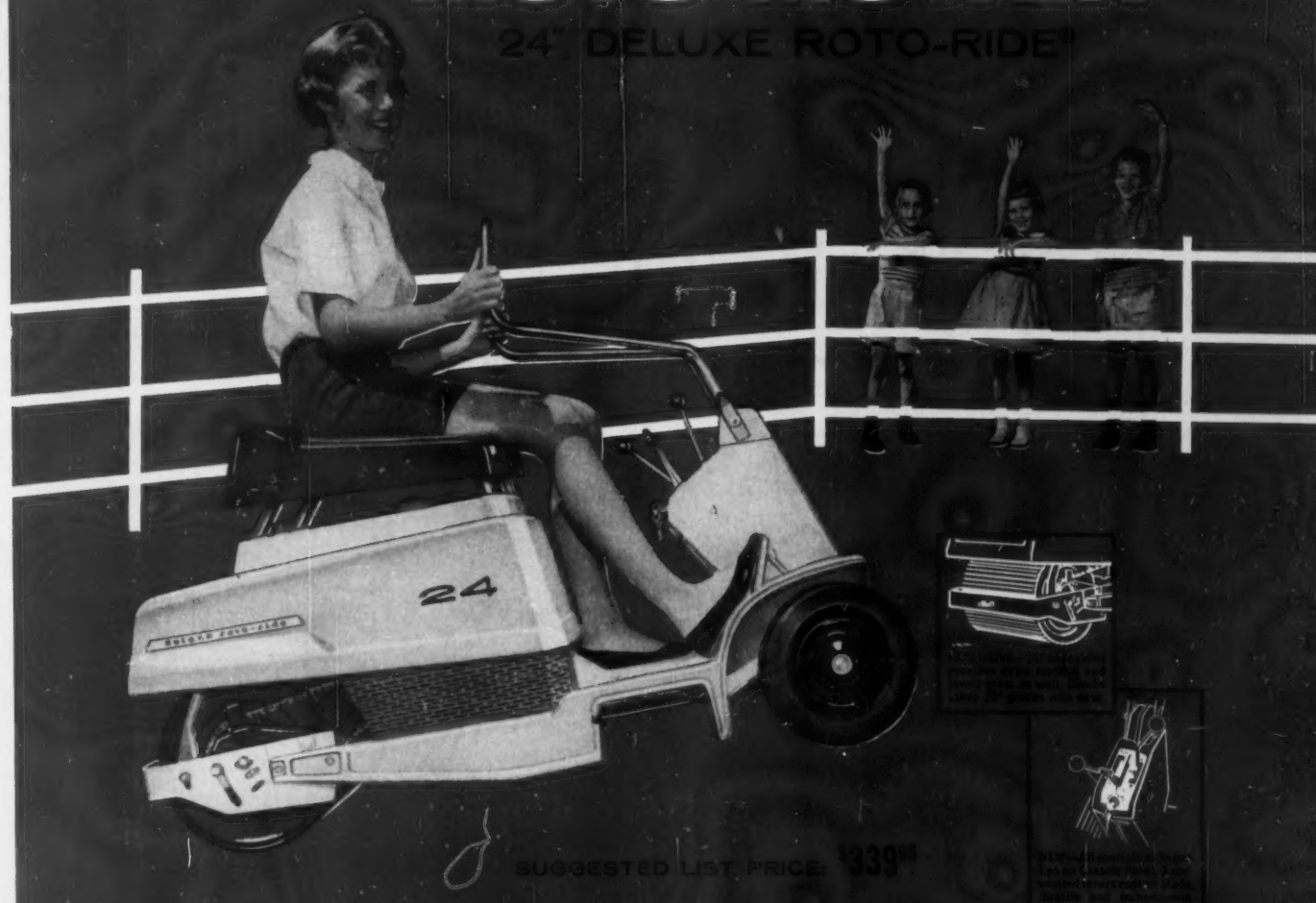
WASTE KING CORP.
3300 East 50th Street
Los Angeles 58
California

ADVERTISED IN
LIFE

Get in the Profit End of the Rider Business
... Sell the New 1960

MOTO-MOWER

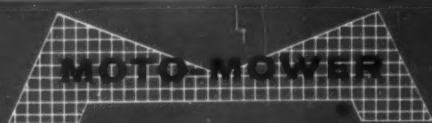
24" DELUXE ROTO-RIDE



SUGGESTED LIST PRICE: \$339⁰⁰

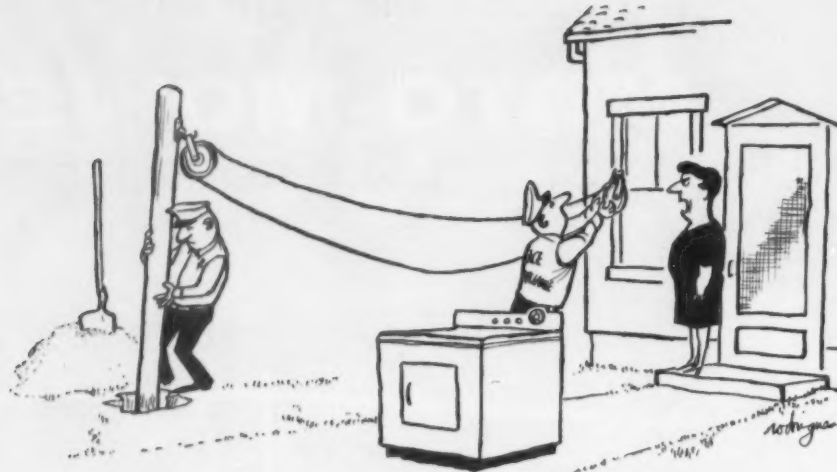
Unequalled style and performance. Quality backed by the skill and experience of automotive-trained engineers—quality you can sell with confidence. Great advancements such as Moto-Mower's Roller Traction Drive, Automotive-Type Transmission and new Console Control Panel. *Plus* a sensational dealer program that includes—a Long Profit Margin all year long, Early Buy Discount, and a Profit-making Demonstrator Plan to assure you a really worthwhile profit structure.

Ask your distributor or write us today for full details on the greatest profit program in the industry.



MOTO-MOWER, INC. RICHMOND, INDIANA
SUBSIDIARY OF DURA CORPORATION (FORMERLY DETROIT HARVESTER COMPANY)

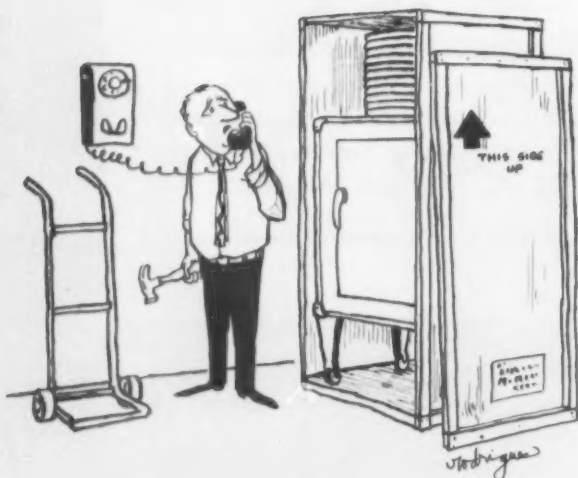
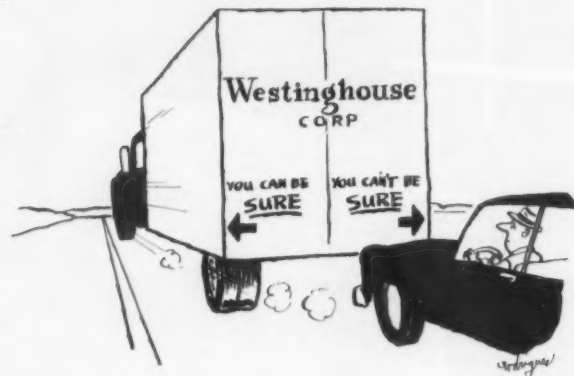
Rodriguez LOOKS AT THE APPLIANCE INDUSTRY



"Hey! Just how long is it going to take to fix my dryer?"



"Do you have flashlight batteries for flashlights?"



"Hello, Graybar Electric?"



"Now here's a powerful little set . . ."

Good Housekeeping has the Service, the Seal and the Sell!

MOST SERVICE EDITORIAL PAGES

Good Housekeeping devotes more magazine pages to service than all other women's service magazines... gives its 12,350,000 readers more of the facts that make them buy!

GOOD HOUSEKEEPING	556	pages
Magazine B	244.9	pages
Magazine C	406.2	pages

Source: Lloyd H. Hall Co., January/September, 1959

MOST MAJOR APPLIANCE ADVERTISING PAGES

Manufacturers run more major appliance advertising pages in Good Housekeeping than in all other women's service magazines... more than Good Housekeeping's two nearest competitors combined!

GOOD HOUSEKEEPING	62.64	pages
Magazine B	30.88	pages
Magazine C	23.54	pages

Source: PIB, January/August, 1959

STRONGEST RETAIL PROMOTIONS

Retailers tie in strongly with Good Housekeeping promotions because they know the selling strength of the Good Housekeeping Guaranty Seal. This Seal influences the buying decisions of 40,930,000 women.*

*Crossley, S-D Surveys, Inc.

Total Retail Advertising Tie-in

(All daily newspapers in all U. S. cities of 100,000 or more.)

GOOD HOUSEKEEPING	6,501,047	lines
Magazine B	72,881	lines
Magazine C	138,447	lines

Source: Advertising Checking Bureau, Inc., January/August, 1959



Shorten the time...
reduce the cost of marketing...with

Good Housekeeping

MAGAZINE AND INSTITUTE

INDEX TO ADVERTISERS

The Year 'Round Market Place

NOVEMBER 1959

ACCO POWER PRODUCTS DIV. AMERICAN CHAIN & CABLE CO., INC. 118 Agency—Cunningham & Walsh, Inc.	FRIGIDAIRE DIV. OF GENERAL MOTORS 100, 114, 117, 120, 123, 130, 144, 145 Agency—Dancer-Fitzgerald-Sample, Inc.	MAYTAG CO., THE 111 Agency—Leo Burnett Co., Inc.	SKINNER, M. B. CO 117 Agency—Jones & Taylor, Inc.
ADMIRAL CORP. 40, 41 Agency—Henri, Hurst & McDonald, Inc.	FRIGIDAIRE DIV. OF GENERAL MOTORS 108, 109 Agency—Kircher, Helton & Collett, Inc.	McCALL'S MAGAZINE 61 Agency—Gray Adv., Inc.	SPEED QUEEN CORP. DIV. McGRAW-EDISON .. CO. 2nd Cover Agency—Geer-Murray, Inc.
AETNA LIFE AFFILIATED COMPANIES 11 Agency—Wm. B. Remington, Inc.	GENERAL ELECTRIC CREDIT CORP. 88, 89 Agency—Batten, Barton, Durstine & Osborn, Inc.	McGRAW-EDISON CO. CLARK WATER HEATER DIV. ... 10 Agency—Frederick C. Williams & Assoc.	SUNBEAM CORP. 43 Agency—Perrin-Pous Co.
ARVIN INDUSTRIES, Inc. 23, 112 Agency—Ruben Advertising	GENERAL ELECTRIC COMPANY Electronic Components Div. 80, 81 Agency—Maxon, Inc.	MERCHANDISE MART, THE 135 Agency—Alex T. Franz, Inc.	SWING-A-WAY MFG. CO. 92 Agency—Post Adv. Co.
BELDEN MANUFACTURING CO. 121 Agency—The Fensholt Adv.	Baby Food Warmer .. 14 Dishwasher Div. ... 36, 37 Agency—Young & Rubicam, Inc.	MINNEAPOLIS-HONEYWELL REGULATOR CO. 42 Agency—Foote, Cone & Belding	SYLVANIA ELECTRIC PRODUCTS, INC. . 34, 67, 94 Agency—J. Walter Thompson Co.
BEN-HUR MFG. CO. 35 Agency—Mathison & Co., Inc.	GENERAL SLICING MACHINE CO. 105 Agency—Williams Business Service, Inc.	MORPHY-RICHARDS, INC. . 129 Agency—Fredericks & Co., Inc.	THOMAS ORGAN CO. ... 124 Agency—Beckman-Koblitz, Inc.
BLACKSTONE CORP. 73 Agency—Erwin Wasey, Ruthrauff & Ryan, Inc.	GIBSON REFRIGERATOR COMPANY 138, 139 Agency—The Brady Co., Inc.	MOTO-MOWER CO., THE . 147 Agency—Clark & Bobertz, Inc.	TIME, INC. 142, 143 Agency—Young & Rubicam, Inc.
BURGESS VIBROCRAFTERS, INC. 130 Agency—Olian and Bronner Inc.	GOOD HOUSEKEEPING MAGAZINE 134, 149 Agency—Ellington & Co., Inc.	MULTITONE OF CANADA LTD 114 Agency—Thompson-Petersen, Ltd.	TRADE-WIND MOTORFANS, INC. 6 Agency—The Shaw Co.
CARRIER CORPORATION 25-30 Agency—N. W. Ayer & Son, Inc.	GRAYBAR ELECTRIC CO. . 31 Agency—G. M. Basford Co.	NATIONAL APPLIANCE PUBLISHING CO. 92 Agency—Stephan and Brady, Inc.	UNITED STATES STEEL CORP. 78 Agency—Batten, Barton, Durstine & Osborn, Inc.
CHICAGO SUN-TIMES 46 Agency—The Buchen Company	HAMILTON MFG. CO. 3rd Cover Agency—The Brady Co., Inc.	NATIONAL CASH REGISTER CO. 110 Agency—McCann-Erickson, Inc.	V-M CORPORATION .. 99, 101 Agency—Mayer/Klann/Linabury Adv., Inc.
CHICAGO TRIBUNE 106 Agency—Foote, Cone & Belding	HERCULES POWDER CO. . 119 Agency—Fuller & Smith & Ross, Inc.	NATIONAL HOUSEWARES MFGRS. ASSOC. 69 Agency—Kreicker & Meloon, Inc.	WASTE KING CORP. 146 Agency—Hixson & Jorgensen, Inc.
COLSON EQUIPMENT & SUPPLY CO. 114 Agency—Dan Ebberts	HOBART MFG. CO. 87 Agency—The Buchen Co.	NEW YORK NEWS, THE ... 86 Agency—Keyes, Madden & Jones Adv.	WEBB MFG. CO. 123
COLUMBIA PHONOGRAPH 137 Agency—McCann-Erickson, Inc.	HOFFMAN ELECTRONICS CORP. 70 Agency—Hanig, Cooper, Harrington & Miner	NORGE SALES CORP. DIV. BORG-WARNER CORP. 84, 85 Agency—Keyes, Madden & Jones Adv.	WEBCOR, INC. 45 Agency—John W. Shaw Adv., Inc.
CONTROLS CORP. OF AMERICA Appliance & Automotive Div. 96 Agency—Klav, Van Pietersom, Dunlap, Inc.	HOOVER CO., THE 7 Agency—Leo Burnett Co., Inc.	OSTER, JOHN MFG. CO. . 103 Agency—The Brady Co., Inc.	WESTCLOX DIV. OF GENERAL TIME 140 Agency—Batten, Barton, Durstine & Os- born, Inc.
CRIBBEN & SEXTON COMPANY 44 Agency—Alex T. Franz, Inc.	HOTPOINT, A DIV. OF GENERAL ELECTRIC CO. 8, 16, 17 Agency—Compton Adv., Inc.	PENTRON CORP. 115 Agency—Garfield-Linn and Co.	WESTINGHOUSE ELECTRIC CORP. Custom Kitchens Dept 62, 63 Dishwashers 113 Major Appliance Div. . 2, 3 Agency—McCann-Erickson, Inc.
CULLIGAN, INC. 104 Agency—Alex T. Franz, Inc.	ILLINOIS WATER TREATMENT CO. 98 Agency—Cummings, Brand & McPher- son	PHILCO CORP. 19 Agency—Batten, Barton, Durstine & Osborn, Inc.	WHIRLPOOL CORP. ... 91, 93, 95, 97, 125 Agency—Netedu Adv., Inc.
DOMINION ELECTRIC CORP. 12 Agency—Howard Swink Adv., Inc.	JERROLD ELECTRONICS CORP. 21 Agency—Lavenson Bureau of Adv., Inc.	PHILLIPS & BUTTORFF CORP. 102 Agency—Doyle Adv., Inc.	WIEGAND, EDWIN L. CO. . 24 Agency—Ketchum, MacLeod & Grove, Inc.
EASY WASHING MACHINE DIV. MURRAY CORP. OF AMERICA 136 Agency—Earle Ludgin & Co.	KELVINATOR DIV. AMERICAN MOTORS CORP. . 4th Cover Agency—Geyer, Morey, Madden & Bal- lard, Inc.	PROCTOR ELECTRIC CO. . 90 Agency—Weiss and Geller, Inc.	YEATS APPLIANCE DOLLY SALES CO. 100 Agency—Fisher-Hoover Inc.
ELECTRIC STEAM RADIATOR CORP. 71 Agency—Goold and Tierney, Inc.	LAMB ELECTRIC CO., THE . 20 Agency—The Bayless-Kerr Co.	RADIO CORP. OF AMERICA 74-77 Agency—Kenyon & Eckhardt, Inc.	YOUNGSTOWN KITCHENS 39 Agency—Gray Adv., Inc.
EUREKA WILLIAMS CORP. 32, 33 Agency—Earle Ludgin & Co.	LANDERS, FRARY & CLARK 141 Agency—Goold and Tierney, Inc.	READER'S DIGEST ASSOCIATION 79 Agency—J. Walter Thompson Co.	ZENITH RADIO CORP. 131-133 Agency—Foote, Cone & Belding
FAST CHEMICAL CORP. ... 117 Agency—Meyer & Behar, Inc.	LIFSCHULTZ FAST FREIGHT 151 Agency—Frederic R. Kleiman Adv.	REEVES SOUNDCRAFT CORP. 92 Agency—The Wexton Co., Inc.	CLASSIFIED ADVERTISING F. J. Eberle, Business Mgr.
FLEXIBLE TUBING CORP. . 126 Agency—Wilson, Haight, Welch & Gro- ver, Inc.	MAGNA ELECTRONICS, INC. 151 Agency—Shafer, Inc.	RESEARCH PRODUCTS CORP. 120 Agency—Ralph Timmons	EMPLOYMENT OPPORTUNI- TIES 98 This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.
		RURAL ELECTRIC CONSUMER PUBLICATIONS 83 Agency—William S. Bell Adv.	
		SELF-LIFTING TRUCK CO. . 92 Agency—Blaco Adv.	

Can You Sell a Kitchen In a Hurry?

Leon Douglass thinks you can—and he has sold as many as 14 kitchens a month by using a fast closing system which applies specialty selling techniques to a business most dealers still treat as a contract affair.

"IF YOU make a big project out of selling a kitchen," says Douglass, who sells for Save Supply in Charleston, W. Va., "you start the customer off on a lot of tangents. That's why, after I've shown him the basic design and quoted a price, I immediately ask 'Now what color did you want?' And then I ask him about his preference on methods of payment, delivery and installation."

Douglass—and many another old timer—calls this system "implied consent." It makes for a fast sale—but it's far more common with food plans or other specialty operations than with kitchen remodeling. Douglass thinks he has proved that it will work on kitchens, too. Here's how he does it:

Follow Leads Quickly. "It's my opinion," says Douglass, "that a husband and wife out shopping for a kitchen are not just passing the time of day. They're ready to buy a kitchen, so I oblige them."

"Obliging them" means that Douglass makes immediate contact on every lead and quickly sets up an appointment in the home or store. There are five salesmen in the Save Supply organization who get their leads through walk-ins, phone calls, write-ins and referrals. Fifty percent of the leads come from walk-ins and phone calls and these go to the salesman who handles the initial call. Write-ins are distributed among the salesmen while referrals go to the man who completed the original sale.

Save Time When You Can. The entire sale moves at a fast pace for Douglass. He'll even accept the customer's measurements to close the sale.

"How much can my own measurements vary?" he asks. "I make the trip to check them, of course. But I'm one step ahead."

In fact, I'm ready to deliver within a week or ten days."

Handle Financing in a Hurry. Douglass writes out the entire transaction in longhand. He stipulates the cost. "And I deal with the element of price only as it comes up. Any adjustment is for a cheaper unit, not for the same unit at a cheaper price. And we always skirt the price problem where we can by quoting the kitchen as a package, not in unit dribblets."

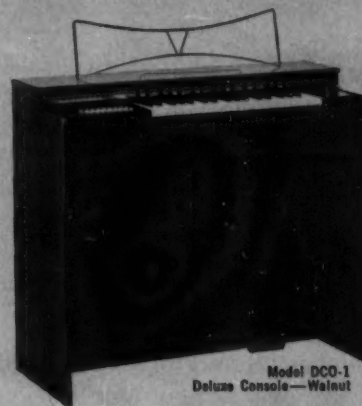
Save Supply works so closely with local financing institutions that approvals can be obtained within a matter of a few hours in most cases (and within two or three days at a maximum). Most kitchens are sold without down payment and most are financed through FHA remodeling loans of one to three years, with average monthly payments of \$20 to \$25. Save Supply gets its money within 30 days. On new homes, Save Supply usually gets its money within 60 days.

No Drawings. Douglass never gives a customer a perspective drawing. He will sketch the drawing in a prospect's presence but it is not scaled. Occasionally he'll do an elevation but he never translates this into a perspective. He does, however, make liberal use of photos of finished kitchens.



"WE ALWAYS HAVE A GOOD WEEK WHEN AN ELECTRONIC BRAIN BREAKS DOWN!"

BE AT THE HEAD OF THE LINE...WITH THE FULL LINE



More Sell-Up Models—

More Profits!

With American Made Magnatone Chord Organs

Consoles start at \$199.50
Other models as low as \$149.50

Better delivery

One year warranty

Sales-getting advertising program

Generous dealer discount

Six merchandising sell-up models...

ALL THIS AND THESE DELUXE FEATURES...

- 100% factory hand-tuned Brass reeds—NEVER needs tuning again
- Exclusive patented vibrato* amplifier—for the "Big Organ" sound
- Decorator cabinets by superior craftsmen
- Easy to play numbered Music Book included
- 40 button Bass
- Three octaves—37 full-size keys
- Dynamic swell pedal, and foot volume control
- Electronic balance control



Some choice territories available for aggressive distributors

Contact:

MAGNA ELECTRONICS

A Division of The Estey Corporation

Torrance, California

MAGNA ELECTRONICS

2133 Dominguez St., Torrance, Calif.

Please send information to:

name

address

city

state

MERCHANDISING

SUPPLEMENT PRODUCTS-SERVICES

FOR MORE SALES—MORE PROFITS

RATES:

\$28.28 per inch. Contract rates on request.
An advertising inch is measured 1/8" vertically on one column. There are 4 columns—48 inches to a page.

Send New Ads to Electrical Merchandising, Class. Adv. P.O. Box 12, New York 36, N.Y.

Specify

LIFSCHULTZ

...and be sure!

60 Years of Dependable Service!

LIFSCHULTZ FAST FREIGHT

FASTEST TO BOTH COASTS!

With Your Help, THE MENTALLY ILL CAN COME BACK



Give them the chance you'd want for yourself: a job, a home, a place in the community.



SUPPORT YOUR MENTAL HEALTH ASSOCIATION

To Our Readers

THIS is the last monthly issue of **ELECTRICAL MERCHANDISING**.

Beginning on November 23 and on every Monday thereafter, you will receive a new publication—**ELECTRICAL MERCHANDISING WEEK**.

The publication will be new in design, new in editorial approach and faster in tempo. It will provide you with concise, analytical and interpretive news. It will carry special reports on industry problems, design and development, statistical and marketing data and specific industry promotions. And it will carry feature articles on successful dealer promotions in the appliance-radio-television field.

The decision to make this dramatic change in the service we have been providing you stems from the changes that have been taking place in the industry itself—changes at the manufacturing level, the distribution level and at the retailing level.

As an industry we have progressed far and fast since the early days when our primary job was to sell the *need* for our products. Today, they enjoy unparalleled acceptance in American homes. We have come a long way since the days when washers, refrigerators, radio sets, cleaners and a few small appliances comprised our entire stock in trade. We have advanced in our research and engineering; in the introduction of a host of new and exciting products; in our advertising, promotion and sales techniques and in the arts of display, demonstration, financing and servicing. We have seen our business invaded by more and more types of retailing elements. The expansion of the whole consumer durable goods industries, in the wake of increased incomes and leisure of American families, has provided a tremendous impetus to the movement. The fact is that we have pushed our business from a \$1-billion level of pre-war days to the \$8.5-billion level it will reach this year and the \$11-billion level it should reach by 1965.

All these developments in the post-war era have not necessarily been accomplished in an orderly fashion. The dynamic pressures of the competitive system have resulted in upheavals all up and down the line. Failures, mergers and expansion among producers; factory branch operations competing with independent distributors; discounting and general pricing chaos among retailers; but all reflecting the surging growth pains of an industry destined to a high place in the American economy. News of these developments has taken a high priority.

And so, **ELECTRICAL MERCHANDISING**, for over half a century the leading publication in its field, decided that a radical change was indicated in the type and frequency of the service it was providing its readers.

Before taking this step, however, we decided to check our theories in the field. We retained an independent research agency and asked them to find out from a broad sampling of dealers what trade publications they were reading, what they liked or did not like about them, and what type of publication they would prefer. Depth interviews were conducted in ten representative cities throughout the country and responses obtained from over 300 retailers, including independent specialty dealers, department and furniture stores, utilities and others.

The dealers interviewed were not told who was making the survey, because we wanted honest, objective appraisals of present publications and their candid advice on what type of new publication they would prefer.

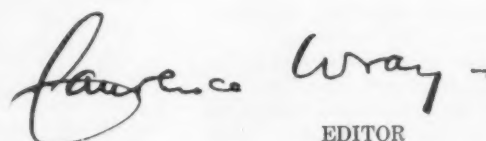
Suffice to say that the evidence pointed overwhelmingly to the need for a faster news service than a monthly magazine could provide, together with the solid, informative type of material we were already publishing. In other words, a weekly magazine combining complete news coverage with the best in broader analysis of industry problems.

Having come to those same conclusions independently, we knew we were on the right track. And from that time on plans were laid to publish what we believe will be one of the most interesting and exciting business publications existing today. We are literally doubling our editorial staff; we are going to make full use of McGraw-Hill's far-flung network of both domestic and world-wide news bureaus; and are adding news correspondents in every major city in the country; we are switching to high-speed litho processes in a Chicago printing plant and we plan to be on your desks every Monday morning.

In a word, we hope that you will find **ELECTRICAL MERCHANDISING WEEK** to be the most authoritative, honest, objective and complete news medium in the appliance-radio-television distributing business. We hope that you will also continue to enjoy and profit from its penetrating analyses of distribution and marketing problems, its statistical service, promotional ideas and editorial opinion.

It's going to be both work and fun for us to bring this new publication to you.

We know you'll like it . . .


EDITOR



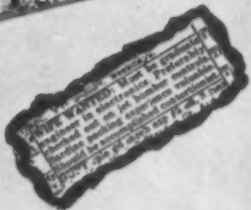
Never argue with a woman. It may be tempting, but it's neither polite nor profitable. When you're selling clothes dryers, for example, don't insist on speaking man-talk. Stick with the simple, meaningful, memorable ideas that turn shoppers into orders. Explain that this dryer is made by the people who invented clothes drying. That it is owned by one million women, more than any other dryer brand. That it has exclusive Twin Air-Streams — two separate air-streams, for gentleness, for drying speed. Of course, none of this will make sense unless it's a Hamilton you're selling. But then, selling any dryer but a Hamilton doesn't make much sense anyway. Never argue with a woman (shopper). Sell her the Hamilton she wants, then go home and disagree with your wife.

THIS IS THE GOLDEN YEAR FOR HAMILTON DEALERS

Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

Do you want more complicated or more useful appliances?



by George Romney, President, American Motors Corporation

When I strode through the showroom in Detroit the other day, I couldn't think of today's modern electric appliances. Washing machines have plenty of choices, but they have overlooked many features. They are spread up with flimsy light ranges to require a six-month course.

CONFUSED BY ADVERTISING CLAIMS FOR AUTOMATIC WASHERS? FEATURES?

Do you want more COMPLICATED or more USEFUL?

wish more appliance customers would say: HOW ME before they buy!

I'm not from Missouri. But I certainly believe in the "show me" policy of folks from that state, particularly when shopping for new appliances.

Let's say you're looking for a new refrigerator. You go into the neighborhood dealer's showroom, and what do you see? All the new models look handsome. And they all look pretty much alike. It's what you don't see that makes the big difference in basic excellence. It's time to say, "SHOW ME!"

Show me how each model is insulated. Show me how the door is braced. Show me how the freezer section is refrigerated. Show me how this refrigerator is different from all the others.

You'd be surprised at how many refrigerators use up their energy cooling the kitchen instead of the food... just because they weren't built as well as they should be. But not Kelvinator!

For example, Kelvinator still goes to the extra expense of cross-bracing doors to insure against warping and leaking. This doesn't show outside, but it can save a lot of money over the years.

Also, Kelvinator freezer compartments have coils built right inside... on top, bottom, back and both sides. Many manufacturers cut corners and save money by just welding a few coils to the outside of the freezing unit.

Other Kelvinator extras: the finest grade of fiberglass insulation used lavishly inside the door and cabinet... a door latch that costs a little more but makes sure the door is sealed tight on all four edges.

If the unseen differences in design and construction are important to refrigerators, they are doubly vital in the selection of a new automatic washer.

Believe me, every Kelvinator Dealer welcomes your pointed questions like these:

How does Kelvinator get clothes cleaner?

Kelvinator eliminates the wear of back-and-forth friction. It keeps turning clothes over and over as it circulates them around and around in one direction. Meanwhile, thousands of jets of sudsy water penetrate each fibre to get out ground-in dirt. At the same time, these water jets hold the clothes away from the agitator fins to prevent harsh contact. The washing job is done entirely by a turbulent, fountain-like surging of the sudsy water.

Is Kelvinator really safe for fine fabrics?

Absolutely! No more need to hand-wash anything. Finest lingerie, new "synthetics," even Wash-Wear garments are done in perfect safety.

What about shirt collars and cuffs?

Elimination of the harsh beating of the agitator makes possible the only automatic pre-scrub cycle on any washer today. Kelvinator's "Magic Minute Dirt Loosener" pre-treats clothes with a small amount of water and the full amount of

detergent before regular washing starts. This loosens all dirt, grease and grime so it is easily removed in the regular wash cycle.

How about maintenance and service?

Kelvinator is so simple in design... so sturdily built... that you have fewer service worries. For example, Kelvinator owners can never be faced with a \$70 bill for replacing gears... because Kelvinator has no gears.

Check the facts. Your Kelvinator Dealer will be glad to show you the inside story of this washer that's built better to serve better.

While you're about it, let him show you how built-in basic excellence makes the

Kelvinator Electric Range the outstanding buy.

Among other basic advantages, he'll show you how Kelvinator has ended the drudgery of oven cleaning. Only Kelvinator gives you "throw away" aluminum oven linings. When they get soiled, it takes just a few minutes to replace them with shiny new foil.

So... we earnestly invite you to say "show me" in every Kelvinator Dealer's showroom. We hope you'll say it everywhere you shop. To help you judge appliances, we have prepared a buyers' guide, "How to Select a New Electrical Appliance." For your free copy, write to me, George Romney, President, American Motors Corp., Dept. 28, Detroit 32, Mich.

Kelvinator Appliances Designed To Meet Basic Consumer Needs



George Romney, AMC President, presents new Kelvinator appliances designed to meet consumer needs just as the Compact Rambler has met the basic needs of today's motorists. At left is the pride of the Kelvinator refrigerator line, Fabulous Foodarama. In one cabinet only 41" wide, you get a 12-cu.-ft. deluxe refrigerator and a 6-cu.-ft. upright freezer. Kelvinator Electric Ranges and Washers have equally unique and basic consumer design.

I wish more appliance customers would say:

"Show Me"

before they buy!

by GEORGE ROMNEY, President, American Motors Corporation
RAMBLER • KELVINATOR • METROPOLITAN

FRANK, FACTUAL NEW ADVERTISING HELPS
KELVINATOR DEALERS RING UP RECORD SALES!

As this bold new campaign takes its story of basic usefulness to the buying public, Kelvinator dealers are setting new sales records month after month after month. During 1960, this proven consumer advertising approach will be increased and will send even more quality-minded customers into Kelvinator dealers' stores.

[illegible]

2
AT
EF

of Mrs. C.
are as follows:
Chas. Dyer
John Lee
James Lee
and others, the
the sum-

of
Mrs. C.
Chas. Dyer
John Lee
James Lee
and others, the
the sum-